Sub: Advertising Ethics and Legal Environment. Time: 30 Minutes.	TYBMM- SEM-VI	Mock Test.	Mar	ks: 20.
Q.1. What is the full form of FDA? Federal Drug Administration. Food and Drug Administration. Food and Drug Act. Ans a) Food and Drug Act. Ans a) Food and Drug Administration Q.2. There is abolition of children working below the age of? a) 14 b) 21 c) 19 d) 16 Ans a) 14 Q.3. What is UCC? a) Uniform Civil Code c) Uniform Civil Code c) Uniform Consumer Council d) Universal Consumer Council d) Universal Consumer Legislative Security b) The Indian Consumer Legislative Security b) The Indian Corporate Law Service c) The Indian Corporate Law Service d) The Indian Corporate Legislative Service Ans b) The Indian Corporate Legislative Service d) The Indian Corporate Legislative Service Ans b) The Indian Corporate Law Service Q.5.The consumer today is. a) Prince b) Labour c) King d) Leader Ans. C King. Q.6.The Prasar Bharati was established on a) November 12,1997 b) November 12,1997 b) November 23,1997 d) October 18, 1996	Sub: Advertising l	Ethics and Legal Envi	ronment.	Time: 30 Minutes.
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d) October 18, 1996	·			
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- a) All India Radio b) Vivid Bharati c) FM Rainbow d) FM GolD Ans a) All India Radio
- Q.8. Programmes focusing on the specific target groups, such as programmes for children, women, youth, tribal, industrial workers, etc. What kind of programmes is this?
 - a) classified Programmes
 - b) Special Programmes
 - c) As per demand programmes
 - d) Talk shows

Ans b) Special Programmes

- Q.9.What is E-mail spoofing?
 - a) Originated from one source and sent from another source
 - b) originated and shared from one source
 - c) Downloaded from any other unnamed sources
 - d) Copying from file to file.

Ans a) Originated from one source and sent from another source

- Q.10. Which is the first country to enact a network neutrality law?
 - a) Spain
 - b) New Zealand
 - c) Australia
 - d) Netherlands

Ans. D Netherland.

- Q.11.In RTI, if the consumer made a request to APIO, within how many days the APIO should reply?
 - a) 38
 - b) 25
 - c) 35
 - d) 40

Ans c) 35

- Q.12. Which is not the purpose of Emblems and Names (Prevention of Improper use) Act, 1950'.
 - a) Prevention of Improper Use of Emblem
 - b) Improper use of certain emblems and names for professional and commercial purposes.
 - c) Any names or pictorial representation of Mahatma Gandhi and other leaders, for any

commercial

& trade purpose

d) Using the Emblem as your product logo

Ans d) Using the Emblem as product logo

Q.13. The Indecent Representation of Women act came in which year?

	b) 1986
	c) 1995 d) 1998
	Ans b) 1986
(Q.14.What is the meaning of 'reprography'?
á	a) Making copies of the work
	b) Remaking the work from scratch
(c) remaking the spoken words in graphic format
(d) reproducing the graphics of the movies
A	Ans a) Making copies of the work
(Q.15.The amendment of Copyright Act came in which year?
	a) 1956
	b) 1957
	c) 1968
	d) 1970
<i>A</i>	Ans b) 1957
(Q.16. What is Cultivation Theory?
	a) Repeating exposure to images, to make people accept the TV images as reality
	b) Cultivating the brand images
	c) Repeating the brand images.
	d) Misleading the target audience
A	Ans a) Repeating exposure to images, to make people accept the TV images as reality
(Q.17. Trade Marks Act came into force in the year.
	a) 1958
	b) 1911
	c) 1889
	d) 1913
	Ans: a. 1958
Q.18	. Design Act came into force in year.
	a) 1940
	b) 2000
	c) 1889
	d) 1913
	Ans : b. 2000

a) 1985

Q.19.______ is given by the law to the creators of literary, dramatic, musical and artistic work and producers of cinematography and films.

- a) Trademark Act
- b) Patent
- c) Copyright
- d) Design Act

Ans: c. Copyright

Q.20. An Example of Unethical Ad would be-----

Ans: c. An Ad promoting cigarette to small children

- a) Car Dealer lowering the price
- b) An ad stating One hamburger is the best thing of all
- c) An Ad promoting cigarette to small children
- d) An attorney advertising for personal injury cases
