

VI Semester Regular & ATKT Mock Examination Sept. 2020

Class : TYBMM(Advertising)

Marks : 20

Sub : Advertising & Marketing Research

Duration : 30 Min

N.B. 1. All questions are compulsory

2. Each question carries equal marks

1) Identify the most widely used Research technique in marketing.

- a. Survey.
- b. Observation.
- c. Interview.
- d. Focus Group.

Correct answer: a

2) Men who read sports magazines are _____. Is an example of?

- a. Word Completion.
- b. Sentence Completion.
- c. Question Completion.
- d. Story Completion.

Correct answer: b

3) A plan or framework for conducting research.

- a. Research method.
- b. Research Plan.
- c. Research Design.
- d. Sample Design.

Correct answer: c

4) A survey conducted on a regular basis within the same population.

- a. Continuous Research.
- b. Focus Group.
- c. Group Interview.
- d. Group Analysis.

Correct answer: a

5) Which among the following doesn't belong to the principles of developing questions?

- a. Be clear and Precise
- b. Use double barrelled questions
- c. Using natural and familiar language
- d. State explicit alternatives.

Correct answer: b

6) When an observer himself participates and note the activities in the group it is known as –

- a. Disguised observation
- b. Participant observation
- c. Controlled observation
- d. Uncontrolled observation

Correct answer: b

7) What proceeds Analysing and interpreting the outcomes in steps of experimental research methods?

- a. Reporting Results
- b. Administration of test/Carrying out the study
- c. Drawing the conclusion
- d. Measuring the outcomes/ Collection of data

Correct answer: d

8) Qualitative observation is usually done for exploratory purposes; it is also called –

- a. Structured Observation
- b. Naturalistic Observation
- c. Complete Observation
- d. Probed Observation

Correct answer: b

9) Which of the following step indicates how the sample units are selected?

- a. Determining the sample size
- b. Specifying the sampling plan
- c. Specify the sampling method
- d. Select the sample

Correct answer: c

10) In _____, the researcher uses the element of chance for selecting sample.

- a. Sampling
- b. Non – Probability sampling technique
- c. Probability sampling technique
- d. Sampling unit

Correct answer: c

11) A probability sampling technique that uses a two-step process to partition the population into subpopulations, is known as _____.

- a. Stratified random sampling
- b. Simple random sampling
- c. Quota sampling
- d. Convenience sampling

Correct answer: a

12) Multistage sampling can be a complex form of _____ sampling because it is a type of sampling which involves dividing the population into groups (or clusters).

- a. Judgemental
- b. Stratified
- c. Quota
- d. Cluster

Correct answer: d

13) A Likert scale is

- a. Hardly used in marketing research
- b. Hardly used in Advertising research
- c. Never used in Advertising research
- d. Widely used in Marketing and Advertising research

Correct answer: d

14) The researcher must ensure that the answer to a question is:

- a. Always influenced by previous questions.
- b. Influenced by few questions.
- c. Influenced by all questions.
- d. Not influenced by previous questions.

Correct answer: d

15) Questionnaires are:

- a. Never used in quantitative marketing research.
- b. Frequently used in quantitative marketing research
- c. Occasionally used in quantitative marketing research
- d. Ban to be used in quantitative marketing research

Correct answer: b

16) Greatest limitation of pre-testing is

- a. Presentation
- b. Product category
- c. Recall value
- d. Halo effect

Correct answer: d

17) Challenges to pre-testing DO NOT include.

- a. Consumer Juries
- b. Interest in the product or the product category
- c. Interviewer instructions
- d. Respondents know they are participating in a test

Correct answer: a

18) Which research aims at aims to determine an ad's effectiveness based on consumer responses, feedback, and behaviour?

- a. Marketing Research
- b. advertising Research
- c. Branding Research
- d. Pricing Research

Correct answer: b

19) Creative strategies are presented to respondents in the form of headline, followed by body copy placed on a white card for review.

- a. Lay out Test
- b. Poster Test
- c. Card Concept Test
- d. Slogan testing

Correct answer: c

20)The test in which commercials are grouped with non-competitive control commercials and shown to prospective customers to measure their effectiveness in gaining attention, increasing brand awareness and comprehension.

- a. Trailer tests
- b. Live telecast tests
- c. Clutter test
- d. Theatre Test

Correct answer: c