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HIGHLIGHTED HANDOUT

MKT621

Advertising & Promotion

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Muhammad Soban

0333-7637637

MC090410137 : Muhammad Soban Badar

Time Left

89
sec(s)

Quiz Start Time: 10:57 PM

Question # 1 of 15 (Start time: 10:57:02 PM)

Total Marks: 1

Informing is broad communication objective of advertising. Which one of the following is the component of informing?

▶ Select correct option:

- ☐ Make consumers aware of new product
- ☐ Announcing a new price of product
- ☐ Explaining how a product works
- ☐ All of the given options



Click here to Save Answer & Move to Next Question

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89
sec(s)

Quiz Start Time: 10:57 PM

Question # 2 of 15 (Start time: 10:58:11 PM)

Total Marks: 1

Use of advertising as an effective communication medium to convey socially relevant messages about important matters and social welfare causes like “AIDS” refers to which one of the following advertising type?

▶ Select correct option:

- ☐ Public service advertising
- ☐ Direct response advertising
- ☐ Interactive advertising
- ☐ Institutional advertising



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89
sec(s)



Quiz Start Time: 10:57 PM

Question # 3 of 15 (Start time: 10:59:27 PM)

Total Marks: 1

In US presidential election 2008, both candidates Barak Obama and John McCain have spent more than \$ 28million for advertising their election campaign. Which one of the following benefits they are getting from this huge spending?

▶ Select correct option:

- ☐ Economic
- ☐ Social
- ☐ Political

☐ Cultural

 Click here to Save Answer & Move to Next Question

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Time Left 90 sec(s)

Quiz Start Time: 10:57 PM

Question # 4 of 15 (Start time: 10:59:51 PM)

Total Marks: 1

Which one of the following promotional technique represents "Below the line media" promotion?

 Select correct option:

☐ TV

☐ Radio

☐ Cinema

☐ Direct mail

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Time Left 88 sec(s)

Quiz Start Time: 10:57 PM

Question # 5 of 15 (Start time: 11:00:16 PM)

Total Marks: 1

When 'Internet' was used as a new medium for advertisement?

 Select correct option:

☐ 1991

☐

1992

☐

1993

☐

1990

Click here to Save Answer & Move to Next Question

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Time Left 88 sec(s)

Quiz Start Time: 10:57 PM

Question # 6 of 15 (Start time: 11:01:35 PM) Total Marks: 1

RBS (Royal Bank of Scotland) has sponsored 20/20 Cricket cup in Pakistan, which one of the following type of advertising they did for the bank to promote their ad for sponsorship?

Select correct option:

☐

Product advertising

☐

Commercial advertising

☐

Awareness advertising

☐

Non commercial advertising

Click here to Save Answer & Move to Next Question

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Time Left 89 sec(s)

Quiz Start Time: 10:57 PM

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Question # 7 of 15 (Start time: 11:03:01 PM)

Total Marks: 1

Which one of the following type of advertising attempts to create a better image of a particular product?



Select correct option:

- ☐ Brand Advertising
- ☐ Institutional Advertising
- ☐ Business to Business Advertising
- ☐ Public Service Advertising



[Click here to Save Answer & Move to Next Question](#)

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Time Left 90 sec(s)

Quiz Start Time: 10:57 PM

Question # 8 of 15 (Start time: 11:03:31 PM)

Total Marks: 1

Nestle gave an advertisement, "Nestlé's makes the very best chocolate," which one of the following claim they have used in this advertisement?



Select correct option:

- ☐ Puffery
- ☐ Weasel claim
- ☐ Shock ad
- ☐ Emotional ad

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Time Left 89
sec(s)

Quiz Start Time: 10:57 PM

Question # 9 of 15 (Start time: 11:04:10 PM)

Total Marks: 1

Which of the following tools is mostly costly but has less per audience cost than all tools?

▶ Select correct option:

- ☐ Advertising
- ☐ Public Relations
- ☐ Publicity
- ☐ Sale Promotion



Click here to Save Answer & Move to Next Question

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Time Left 87
sec(s)

Quiz Start Time: 10:57 PM

Question # 10 of 15 (Start time: 11:05:18 PM)

Total Marks: 1

Which one of the following post campaign tests includes the “Aided and Unaided” test method?

▶ Select correct option:

- ☐ Inquiry test
- ☐ Sales test

☐

Recall test

☐

Recognition

 [Click here to Save Answer & Move to Next Question](#)

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Time Left

89 sec(s)

Quiz Start Time: 10:57 PM

Question # 11 of 15 (Start time: 11:06:19 PM)

Total Marks: 1

Which of the following components compare and measure the achievement of objectives in an advertising campaign?

 **Select correct option:**

☐

Pre campaign

☐

Mid campaign

☐

Post campaign

☐

Future campaign

 [Click here to Save Answer & Move to Next Question](#)

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Time Left

89 sec(s)

Quiz Start Time: 10:57 PM

Question # 12 of 15 (Start time: 11:07:39 PM)

Total Marks: 1

Five stages in the product life cycle can be identified. Which of the following is NOT a generally accepted stage?

 **Select correct option:**

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☐ Introduction

☐ Peak

☐ Growth

☐ Maturity



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89
sec(s)



Quiz Start Time: 10:57 PM

Question # 13 of 15 (Start time: 11:08:54 PM)

Total Marks: 1

Which one of the following media has audio and video attraction?



Select correct option:

☐ Radio

☐ Magazine

☐ TV

☐ Newspaper



Click here to Save Answer & Move to Next Question

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Time Left

90



sec(s)

Quiz Start Time: 10:57 PM

Question # 14 of 15 (Start time: 11:09:12 PM)

Total Marks: 1

Which one of the following is NOT included in initial briefing of accounts department in pre placement evaluation?

▶ Select correct option:

- ☐ Budget
- ☐ Price
- ☐ Competition
- ☐ Production

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Time Left

89
sec(s)

Quiz Start Time: 10:57 PM

Question # 15 of 15 (Start time: 11:09:59 PM)

Total Marks: 1

Which one of the following is NOT included in the components of positioning?

▶ Select correct option:

- ☐ Benefit
- ☐ Target
- ☐ Competition

Price

 Click here to Save Answer & Move to Next Question

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