VIRTUAL UNIVERSITY OF PAKISTAN

A Good Education is a Foundation For a Better Future
CORRECT ANSWER SOLVED BY HADI
EMAIL:-hadirajputofficial@gmail.com
WHATSAPP& CALL:03087122922
HADI VU PAST PAPER

MID TERM PAST PAPER

We Deal All Kind of VU Project
(PHP, .NET,ANDROID,PYTHON)

MADE AND SOLVED BY HADI

WARNING: Team HADI is not responsible for any mistake or wrong answer. All students reading and using this document may check and confirm the answers at their own.

WhatsApp:03087122922

FACEBOOK ID: https://www.facebook.com/hadipastpapers/

Best of luck!

PAST PAPER

TEAM HADI VU

MCM501 - Advertising for Print and Electronic Media (Quiz 1) Quiz Start Time: 09:59 PM, 16 December 2021

Question # 1 of 10 (Start time: 09:59:47 PM, 16 December 2021) Total Marks: 1

Through which step of advertising process, one can find out the market behavior?

A Good Education is a Foundation For a Better Future
CORRECT ANSWER SOLVED BY HADI
EMAIL-hadirajputofficial@gmail.com
WHATSAPP& CALL:03087122922

Select the correct option

- Implication
- Evaluation
- Investigation
- Research

TEAM HADI(VU)
MADE BY HADI
Email:hadirajputofficial@gmail.com WhatsApp:03087122922 (Bitout Software House)

MCM501 - Advertising for Print and Electronic Media (Quiz 1)

Quiz Start Time: 09:59 PM, 16 December 202

Question # 2 of 10 (Start time: 10:01:21 PM, 16 December 2021)

Total Marks:

Through _____, it is possible to reach large groups of people easily.

A Good Education is a Foundation For a Better Future
CORRECT ANSWER SOLVED BY HADI
EMAIL:hadirajputofficial@gmail.com
WHATSAPP& CALL:03087122922

Select the correct option

- Telecommunication
- Internet
- Satellite
- Telegraph

TEAM HADI(VU)
MADE BY HADI
Email:hadirajputofficial@gmail.com WhatsApp:03087122922 (Bitout Software House)

MCM501 - Advertising for Print and Electronic Media (Quiz 1) Quiz Start Time: 09:59 PM, 16 December 20

Question # 3 of 10 (Start time: 10:02:13 PM, 16 December 2021) Total Mark

The special focus is given on social responsibility refers to:

A Good Education is a Foundation For a Better Future
CORRECT ANSWER SOLVED BY HADI
EMAIL:hadirajputofficial@gmail.com
WHATSAPP& CALL:03087122922

Select the correct option

- Advertising
- Promotion
- Publicity
- Marketing

TEAM HADI(VU)
MADE BY HADI
Email:hadirajputofficial@gmail.com WhatsApp:03087122922 (Bitout Software House)

Question # 6 of 10 (Start time: 11:41:00 PM, 28 December 2021) **Total Marks: 1**

Ad agencies use _____ department as a tool to test consumer reactions to products and services.

A Good Education is a Foundation For a Better Future
CORRECT ANSWER SOLVED BY HADI
EMAIL-hadirajputofficial@gmail.com
WHATSAPP& CALL-03087122922

Select the correct option

- ○ Planning
- ○ Distribution
- ● Research
- ○ Creative

TEAM HADI (VU)

MADE BY HADI
Email:hadirajputofficial@gmail.com WhatsApp:03087122922 (Bitout Software House)

MCM501 - Advertising for Print and Electronic Media (Quiz 1)

Question # 9 of 10 (Start time: 10:09:15 PM, 16 December 2021)

Advertising is a single component of the _____process.

A Good Education is a Foundation For a Better Future
CORRECT ANSWER SOLVED BY HADI
EMAIL:hadirajputofficial@gmail.com
WHATSAPP& CALL:03087122922

Select the correct option

- Sales promotion
- Public Relations
- Publicity
- Marketing

TEAM HADI(VU)
MADE BY HADI
Email:hadirajputofficial@gmail.com WhatsApp:03087122922 (Bitout Software House)

MCM501 - Advertising for Print and Electronic Media (Quiz 1) Quiz Start Time: 09:59 PM, 16 December 2021

Question # 7 of 10 (Start time: 10:07:46 PM, 16 December 2021) Total Marks: 1

Identify the communication approach that aims to evoke action.

A Good Education is a Foundation For a Better Future
CORRECT ANSWER SOLVED BY HADI
EMAIL-hadirajputofficial@gmail.com
WHATSAPP& CALL:03087122922

Select the correct option

- Marketing strategy
- Direct marketing
- Internal marketing
- Marketing approach

TEAM HADI(VU)
MADE BY HADI
Email:hadirajputofficial@gmail.com WhatsApp:03087122922 (Bitcut Software House)

Question # 3 of 10 (Start time: 11:37:28 PM, 28 December 2021) **Total Marks:** 1

On average, a television commercial spot runs

A Good Education is a Foundation For a Better Future
CORRECT ANSWER SOLVED BY HADI
EMAIL-hadirajputofficial@gmail.com
WHATSAPP& CALL-03087122922

Select the correct option

- (●) 30 seconds
- ( ) 60 seconds
- ( ) 15 seconds
- ( ) 45 seconds

TEAM HADI (VU)

MADE BY HADI
Email:hadirajputofficial@gmail.com WhatsApp:03087122922 (Bitout Software House)

Question # 1 of 10 (Start time: 11:34:49 PM, 28 December 2021) **Total Marks:** 1

What is meant by "soft-sell"?

A Good Education is a Foundation For a Better Future
CORRECT ANSWER SOLVED BY HADI
EMAIL:hadirajputofficial@gmail.com
WHATSAPP& CALL:03087122922

Select the correct option

- (●) Ads that just mention or show the name as a reminder
- ( ) Ads that just show or mention the slogan as reminder
- ( ) Ads that just show or mention the motto as reminder
- ( ) Ads that just show or mention the tagline as reminder

TEAM HADI (VU)

MADE BY HADI
Email:hadirajputofficial@gmail.com WhatsApp:03087122922 (Bitout Software House)

MCM501 - Advertising for Print and Electronic Media (Quiz 1)

Question # 8 of 10 (Start time: 10:08:22 PM, 16 December 2021)

Which of the following invention has played a great role in the historical development of advertising?

A Good Education is a Foundation For a Better Future
CORRECT ANSWER SOLVED BY HADI
EMAIL:hadirajputofficial@gmail.com
WHATSAPP& CALL:03087122922

Select the correct option

- Radio and TV
- Magazines
- Newspapers
- Digests

TEAM HADI (VU)
MADE BY HADI
Email:hadirajputofficial@gmail.com WhatsApp:03087122922 (Bitout Software House)

MCM501 - Advertising for Print and Electronic Media (Quiz 1)

Question # 10 of 10 (Start time: 10:09:52 PM, 16 December 2021)

The basic role of promotion is _____.

A Good Education is a Foundation For a Better Future
CORRECT ANSWER SOLVED BY HADI
EMAIL:hadirajputofficial@gmail.com
WHATSAPP& CALL:03087122922

Select the correct option

- Interpretation
- Information
- Communication
- Manipulation

TEAM HADI (VU)
MADE BY HADI
Email:hadirajputofficial@gmail.com WhatsApp:03087122922 (Bitout Software House)

MCM501 - Advertising for Print and Electronic Media (Quiz 2)

Quiz Start Time: 11:34 PM, 28 December 2021

Question # 9 of 10 (Start time: 11:44:32 PM, 28 December 2021)

Total Marks:

Who among the given below options are the main users of social media?

A Good Education is a Foundation For a Better Future
CORRECT ANSWER SOLVED BY HADI
EMAIL:hadirajputofficial@gmail.com
WHATSAPP& CALL:03087122922

Select the correct option

- ○ Children
- ● Youth
- ○ Male
- ○ Female

TEAM HADI(VU)

MADE BY HADI
Email:hadirajputofficial@gmail.com WhatsApp:03087122922 (Bitout Software House)

Question # 8 of 10 (Start time: 11:43:00 PM, 28 December 2021) **Total Marks**

Which one is the Low-priced medium for advertisements?

A Good Education is a Foundation For a Better Future
CORRECT ANSWER SOLVED BY HADI
EMAIL:hadirajputofficial@gmail.com
WHATSAPP& CALL:03087122922

Select the correct option

- (●) Social media
- ( ) Television
- ( ) Newspaper
- ( ) Radio

TEAM HADI(VU)
MADE BY HADI
Email:hadirajputofficial@gmail.com WhatsApp:03087122922 (Bitout Software House)

Question # 5 of 10 (Start time: 11:40:04 PM, 28 December 2021) **Total Marks:** 1

In which of the following year the revival of cinema adverting occurred?

A Good Education is a Foundation For a Better Future
CORRECT ANSWER SOLVED BY HADI
EMAIL:hadirajputofficial@gmail.com
WHATSAPP& CALL:03087122922

Select the correct option

- 1990s
- 1970s
- 1950s
- 1980s

TEAM HADI(VU)
MADE BY HADI
Email:hadirajputofficial@gmail.com WhatsApp:03087122922 (Bitout Software House)

MCM501 - Advertising for Print and Electronic Media (Quiz 1)

Quiz Start Time: 09:59 PM, 16 December 2021

Question # 5 of 10 (Start time: 10:04:44 PM, 16 December 2021)

Total Marks: 1

Which one of the following is not a step of advertising?

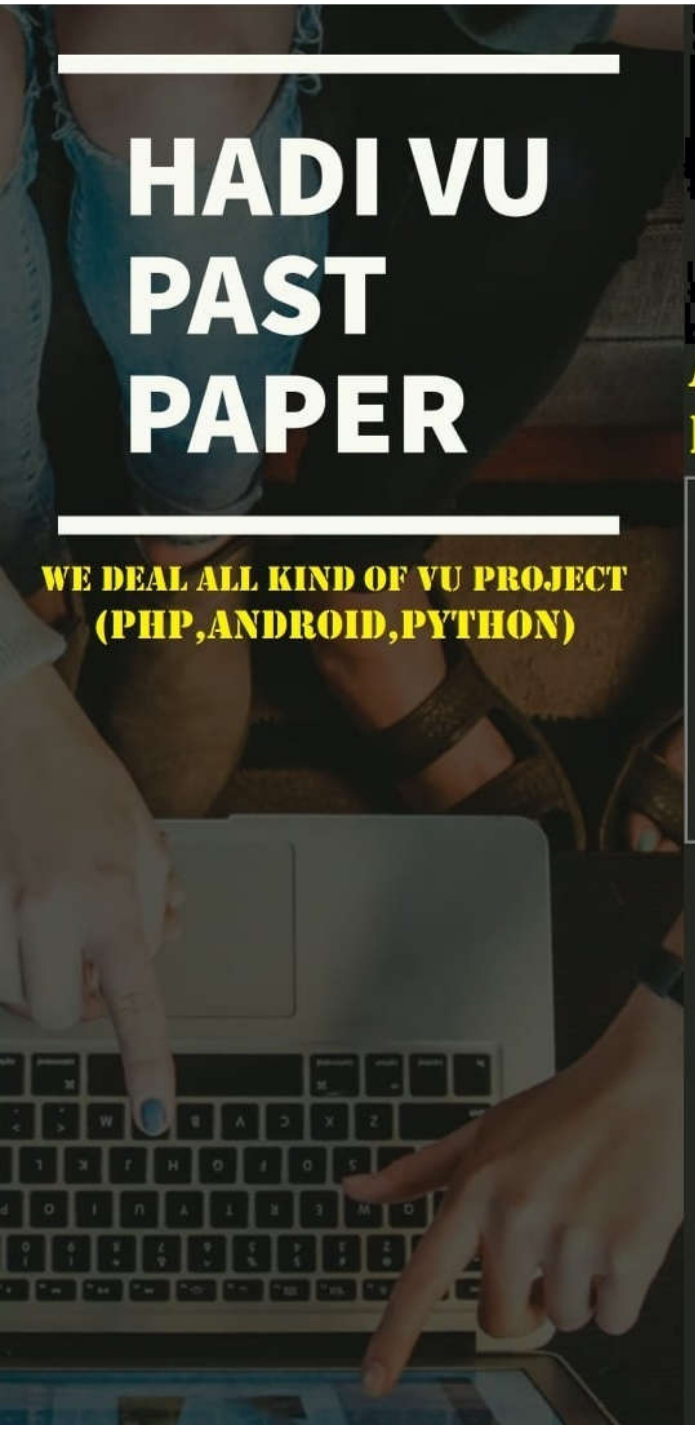
A Good Education is a Foundation For a Better Future
CORRECT ANSWER SOLVED BY HADI
EMAIL:hadirajputofficial@gmail.com
WHATSAPP& CALL:03087122922

Select the correct option

- Meeting
- Designing
- Briefing
- Copywriting

MADE BY HADI
Email:hadirajputofficial@gmail.com WhatsApp:03087122922 (Bitout Software House)

TEAM HADI(VU)



HADI VU PAST PAPER

WE DEAL ALL KIND OF VU PROJECT
(PHP,ANDROID,PYTHON)

DEAR STUDENTS

ARE YOU LOOKING
FOR ASSISTANCE

1) ASSIGNMENTS
2) QUIZZES
3) GDB
4) GRAND QUIZZES

We Provide,You Solution of VU Academic Activities include Assignments, Quizzes,GDBs,Grand Quizze If You Need Help in Services Kindly inform us.

TEAM HADI
BITOUT SOFTWARE HOUSE

TEAM HADI
(VU LAHORE)

HADI TECH

#PAID_TASK

CONTACT US

CALL & WHATSAPP
0308-7122922