

**Cosmopolitan's**  
**Valia C.L.College of Commerce& Valia L.C. College of Arts**  
**D.N.Nagar, Andheri (West), Mumbai – 400 053.**

TYBMM

SEMESTER VI

AGENCY MANAGEMENT

SAMPLE QUESTION BANK

1. Creative planning, media buying, media planning and \_\_\_\_\_ together comprises of important advertising services.
- a. Sales forecasting
  - b. Packaging
  - c. Evaluating the campaign
  - d. Catalogues

**Answer: c. Evaluating the campaign**

2. Under \_\_\_\_\_ the client gets to fulfill all his ad requirements under one roof.
- a. Full service agency
  - b. Modular agency
  - c. Creative boutique
  - d. Media buying agency

**Answer: a. Full service agency**

3. Every advertiser approaches an agency with the aim of starting or extending the \_\_\_\_\_ for his product.
- a. Marketing activities
  - b. Accounting activities
  - c. Production activities
  - d. Research activities

**Answer: a. Marketing activities**

4. \_\_\_\_\_ can lead to failure of an advertising agency.
- a. Differed outlook on creativity
  - b. Accounts planning

- c. Campaign management
- d. Client's broad minded approach

**Answer: a. Differed outlook on creativity**

5. Account planning plays an important role during \_\_\_\_\_.
- a. TV commercial production
  - b. Marketing
  - c. Creative Strategy Development
  - d. Personal selling

**Answer: c. Creative Strategy Development**

6. Advertising account planning is about keeping the \_\_\_\_\_ at the centre of the marketing.
- a. Customers
  - b. Sales
  - c. Public Relations
  - d. Selling

**Answer: a. Customers**

7. What does hedonism as a value consist of?
- a. Enjoying life and receiving pleasure
  - b. Love
  - c. Sense of achievement
  - d. Pleasant colours

**Answer: a. Enjoying life and receiving pleasure**

8. In contrast to survey, the method of \_\_\_\_\_ attempts to get to the deep reasons that make individuals buy products.
- a. Questionnaire
  - b. Laddering
  - c. Content Analysis
  - d. Pop-quiz

**Answer: b. Laddering**

9. \_\_\_\_\_ is a series of drawing used to present the visual plan or layout of the commercial.
- Storyboard
  - Visual Drawing
  - Script
  - Design Layout

**Answer: a. Storyboard**

10. \_\_\_\_\_ is the first stage of TV commercial production.
- Post-production
  - Production
  - Pre-production
  - Testing

**Answer: c. Pre-production**

## **PRINCIPLES & PRACTICES OF DIRECT MARKETING**

### **SAMPLE QUESTION BANK**

1. Unsolicited commercial e-mails (UCE) is popularly known as.
- Social.
  - Spam.
  - Updates.
  - Primary.

**Answer: b. Spam.**

2. It is an activity to produce enquiries.
- Lead Generation.
  - Spam Generation.
  - Lead Qualification.
  - Junk generation.

**Answer: a. Lead Generation.**

3. It is a process of stimulating & capturing interest in a product or service for a purpose of developing a sales pipeline.
- Lead Qualification.
  - Lead Generation.
  - Idea generation.
  - Spam generation.

**Answer: b. Lead Generation.**

4. Driving Traffic towards your website includes
  - a. Cross Selling.
  - b. Kiosk Marketing.
  - c. Search Engine Optimization.
  - d. Upselling

**Answer: c. Search Engine Optimization**

5. It generally occurs when sales representative has more than one type of product to offer consumer.
  - a. Upselling
  - b. Cross selling.
  - c. Direct Marketing.
  - d. Product Marketing.

**Answer: b. Cross selling.**

6. When the sales representative pushes the higher end version of the product to the customer it is.
  - a. Upselling.
  - b. Cross selling
  - c. Promotion.
  - d. Marketing.

**Answer: a. Up selling.**

7. Marketing with means of direct communication with the consumers.
  - a. Direct Marketing.
  - b. Advertising
  - c. Public Relation.
  - d. Promotion.

**Answer: a. Direct Marketing.**

8. It is sent to customers based on income, age, location, buying pattern.
  - a. Direct Mails.
  - b. Junk mails.
  - c. Indirect Mails.
  - d. Social Mails.

**Answer: a. Direct Mails.**

9. It helps the organization to consolidate its brand image, develop a dialogue & nurtures its relationship with customers.
- CRM.
  - IMC.
  - RDBMS.
  - RM.

**Answer: b. IMC.**

10. It refers to everything you do to make your prospective & current customers aware of your product & services & build a long-lasting Relationship.
- Relationship Marketing.
  - IMC.
  - Product Customization.
  - Selling.

**Answer: a. Relationship Marketing**

## **ADVERTISING AND MARKETING RESEARCH**

### **SAMPLE QUESTION BANK**

1. Treat or cure a specific disease is an example of \_\_\_\_\_.
- Applied Research
  - Descriptive Research
  - Exploratory Research
  - Historical Research

**Answer: a. Applied Research**

2. \_\_\_\_\_---is an assumption which has to be tested.
- Marketing Research.
  - Hypothesis
  - Null hypothesis
  - Empirical Research

**Answer: b. Hypothesis**

3. A roadmap and blueprint of strategy of investigation is called \_\_\_\_\_.
- Research analysis
  - Research report
  - Research design
  - Research process

**Answer: c. Research design**

4. \_\_\_\_\_ sampling is based on the fact that every member of the population has a known and equal opportunity of being selected.
- Probability
  - Non-probability
  - Random
  - Snow ball

**Answer: a. Probability**

5. \_\_\_\_\_ sampling reduces sampling error and ensures a greater level of representation.
- Random
  - Stratified
  - Quota
  - Convenience

**Answer: b. Stratified**

6. Primary data is \_\_\_\_\_ -- reliable than secondary data.
- more
  - less
  - not very
  - rarely

**Answer: a. more**

7. \_\_\_\_\_ --research is particularly prevalent in the social sciences and in marketing.
- Descriptive
  - Exploratory
  - Observational
  - Basic

**Answer: c. Observational**

8. A \_\_\_\_\_ --group is typically 7-10 people who are unfamiliar with each other.
- Social
  - Focus
  - Low income
  - Cluster

**Answer: b. Focus**

9. \_\_\_\_\_ scale helps you ascertain the attitudes of the respondents.
- Likert
  - Semantic differential
  - The staple scale.
  - Rating

**Answer: a. Likert**

10. \_\_\_\_\_ testing is widely used to evaluate new product ideas.
- Copy
  - Concept
  - Attitude
  - Sample

**Answer: b. Concept**

## CONTEMPORARY ISSUES

### SAMPLE QUESTION BANK

1. The United Nations adopted the United Nations Framework Convention on Climate Change in \_\_\_\_\_.
- 1990
  - 1991
  - 1992
  - 1993

**Answer : c. 1992**

2. The acronym CRZ stands for \_\_\_\_\_.
- Costal Regulation Zone
  - Costal Rehabilitation Zone
  - Coastal Revolution Zone
  - Coastal Radiant Zone

**Answer : a. Coastal Regulation Zone**

3. The Universal Declaration of Human Rights consists of a preamble and \_\_\_\_\_ articles.
- 10
  - 15
  - 30
  - 40

**Answer : c. 30**

4. \_\_\_\_\_ is no longer a gender-neutral offence, only a man can commit the offence on a woman.
- Acid attack
  - Sexual harassment
  - Stalking
  - Voyeurism

**Answer : d. Voyeurism**

5. The Juvenile Justice Act 2000 dealt with two categories of children: child in conflict with law and child in need of \_\_\_\_\_.
- Love and care
  - Care and protection
  - Warmth and protection
  - Love and warmth

**Answer : b. Care and protection**

6. \_\_\_\_\_ crime covers tax frauds, embezzlement, the manufacture or sale of dangerous products.
- White collar crime
  - Corporate crime
  - Victimless crime
  - Organized crime

**Answer : a. White collar crime**

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  - Organized crime

**Answer : a. White collar crime**

8. An \_\_\_\_\_ is an armed rebellion and violent protests against a constituted authority.
- White collar crime
  - Corporate crime
  - Victimless crime
  - Organized crime

**Answer : a. White collar crime**

9. \_\_\_\_\_ comprises of Santacruz Electronics Export Processing Zone, Navi Mumbai SEZ, Maha Mumbai SEZ.
- Nashik SEZ
  - Koregaon SEZ
  - Andheri SEEPZ
  - Maharashtra SEZ

**Answer : d. Maharashtra SEZ**



10. \_\_\_\_\_ refers to the international movement of people to a destination country of which they are not natives or where they do not possess citizenship in order to settle as permanent residents or naturalized citizens.
- Migration
  - Immigration
  - Emigration
  - Displacement

**Answer : b. Immigration**

## **FINANCIAL MANAGEMENT**

### **SAMPLE QUESTION BANK**

1. The budget which helps to plan and control cash is \_\_\_\_\_.
- Sales budget
  - Cash budget
  - Production budget
  - Fixed budget

**Answer : b. Cash budget**

2. Management Accounting is \_\_\_\_\_ oriented.
- Future
  - Analytical
  - Dynamic
  - Past

**Answer : a. Future**

3. In Management Accounting publication of Reports is \_\_\_\_\_.
- Compulsory
  - Optional
  - Mandatory
  - Must

**Answer : b. Optional**

4. Management accounting information is generally prepared for \_\_\_\_\_.
- Creditors
  - Government
  - Lenders
  - Managers

**Answer : d. Managers**

5. Analysis is a must for \_\_\_\_\_.
- Balance sheet

- b. Income statement
- c. Interpretation
- d. Profit & Loss Account

**Answer : c. Interpretation**

6. Current Ratio indicates \_\_\_\_\_.
- a. Short term solvency
  - b. Long Term solvency term solvency
  - c. Financial stability
  - d. Insolvency

**Answer : a. Short term solvency**

7. Debt Equity is a \_\_\_\_\_.
- a. Balance sheet ratio
  - b. Income statement ratio
  - c. Composite Ratio
  - d. Combined ratio

**Answer : a. Balance sheet Ratio**

8. The budget which helps to plan and forecast Sales is \_\_\_\_\_.
- a. Sales budget
  - b. Cash budget
  - c. Production budget
  - d. Fixed budget

**Answer : a. Sales budget**

9. Marginal cost is also called as \_\_\_\_\_.
- a. Fixed cost
  - b. Sunk cost
  - c. Variable cost
  - d. Expired cost

**Answer : c. Variable cost**

10. No profit & No loss Sales is also called as \_\_\_\_\_.
- a. Margin of safety
  - b. Profit volume ratio
  - c. Contribution
  - d. Break even sales

**Answer : d. Break even sales**

**LEGAL ENVIRONMENT & ADVERTISING ETHICS**

**SAMPLE QUESTION BANK**

1. Trade association and advertising bodies in order to ..... formed codes of conduct for all to follow
  - a. Self-Regulate
  - b. Correlate
  - c. Formulate
  - d. Legislate

**Answer : a. Self-Regulate**

2. Under Prize Competition act, prizes exceeding Rs..... requires compulsory registration Rs
  - a. 1000
  - b. 2000
  - c. 3000
  - d. 4000

**Answer : a. 1000**

3. The problem of adulteration of drugs and production of spurious and substandard drugs are serious threat to.....
  - a. Community
  - b. Society
  - c. Consumers
  - d. Users

**Answer : a. Community**

4. Consumer Protection aims at providing, simple, speedy.....redressal of consumer complaints
  - a. Inexpensive
  - b. Expensive
  - c. Prohibitive
  - d. Continuous

**Answer : a. Inexpensive**

5. Patentable invention includes Process, methods, manner of .....
  - a. Manufacture
  - b. Designs
  - c. Inventions
  - d. Discovery

**Answer : a. Manufacture**

6. Copyright for literature is granted for ..... years after the death of original writer.
  - a. 50
  - b. 60

- c. 75
- d. 100

**Answer : a. 50**

7. Council of fair Business Practices ensures consumers receive .....treatment of business practices.
- a. Fair
  - b. Unfair
  - c. Illegal
  - d. Irregular

**Answer : a. Fair**

8. Advertising Standard Council of India is established to ensure .....taste in advertising.
- a. Good
  - b. Fair
  - c. Unfair
  - d. Regular

**Answer : a. Good**

9. Vance Packard deals with dealing with ..... hidden needs.
- a. 8
  - b. 9
  - c. 10
  - d. 11

**Answer : a. 8**

10. Business Process Outsourcing is established in the organization to deal with.....process.
- a. Continuous
  - b. Regular
  - c. Fast track
  - d. Core areas

**Answer : a. Continuous**

## **DIGITAL MEDIA**

### **SAMPLE QUESTION BANK**

1. Find the odd man out:
- i. Worm
  - j. Virus
  - k. Trojan Horse

1. Cyber space

**Answer : d. Cyber space**

2. To join the internet, the computer has to be connected to a \_\_\_\_\_1000
  - e. internet architecture board
  - f. internet society
  - g. internet service provider
  - h. different computer

**Answer : c. internet service provider**

3. Which of the following search engine is developed by Microsoft \_\_\_\_\_.
  - e. Community
  - f. Society
  - g. Consumers
  - h. Users

**Answer : a. Community**

4. Google is an example of \_\_\_\_\_.
  - e. entertainment
  - f. search engine
  - g. social network
  - h. e commerce

**Answer : b. Search engine**

5. Content marketing aims to \_\_\_\_\_.
  - a. drive profitable customer action.
  - b. distract target audience
  - c. lose interest in brand
  - d. none of the above
  - a. drive profitable customer action

**Answer : a. drive profitable customer action**

6. A period where content collapses in on itself as audiences max out on their abilities to consume it is known as \_\_\_\_\_.
  - a. content cliff
  - b. copywriting
  - c. cornerstone content
  - d. crowdsourcingcontent cliff

**Answer : a. content cliff**

7. Instagram is a \_\_\_\_\_ sharing platform.
- a. Pictures
  - b. Picture and video
  - c. Blog
  - d. Video

**Answer : b. Picture and video**

8. How can LinkedIn serve the company other than social network marketing?
- a. Job openings can easily be displayed to qualified candidates on LinkedIn
  - b. Company pictures can be posted
  - c. Negative press about the competition can be easily spread
  - d. Pricing list can be posted

**Answer : a. Job openings can easily be displayed to qualified candidates on LinkedIn**

9. We can check user footfall on our website using \_\_\_\_\_.
- a. semrush
  - b. Yahoo
  - c. google analytics
  - d. Bing

**Answer : c. google analytics**

10. Google will stop crawling on your website if it figures out your practicing \_\_\_\_\_ techniques
- a. Black hat SEO
  - b. White hat SEO
  - c. Ethical SEO
  - d. none of the above

**Answer : c. Black hat SEO**