

DEPT – BMM
EXAM TYPE – REGULAR (J)
SEM – VI
SUBJECT – NEWS MEDIA MANAGEMENT
Sample Questions

1. This department is mainly responsible for earning revenue for the media house:
 - (a) Editorial
 - (b) Photography
 - (c) Circulation
 - (d) Business
2. Social Media Marketing uses podcasts, wikis, blogs, folksonomies, online videos:
 - (a) To create, share, like and comment
 - (b) To become trendsetters and influencers and get a lot of followers
 - (c) To reach a large or targeted audience
 - (d) To build applications for the Web
3. The two essential positions of news are
 - (a) Liberal plural position and Political economy position
 - (b) Market based position and fake news position
 - (c) TRP driven position and Breaking news position
 - (d) Feminist position and Diaspora position
4. Tweets are limited to _____ characters
 - (a) 160
 - (b) 150
 - (c) 140
 - (d) 130

5. The Mathrubhoomi and The Tribune have ____ kind of ownership

- (a) Partnership
- (b) Proprietary
- (c) Employee-run
- (d) Trust-run

6. The editorial proposition of this channel is 'Aap ko rakhe aage'

- (a) NDTV 24X7
- (b) Zee 24 taas
- (c) ABP News
- (d) Times Now

7. _____ is a mix of content marketing, public relations and corporate communications.

- (a) Integrated Marketing Communication
- (b) Brand journalism
- (c) Brand loyalty
- (d) Marketing strategy

8. With the advent of _____, product and service vendors are increasingly becoming publishers as brands seek new ways to engage customers in an increasingly digital world and as advertisers cut back on spending on traditional media avenues.

- (a) World Web
- (b) Brand journalism
- (c) Editorial manifesto
- (d) Breaking news

9. Newspapers depend on ad revenue because _____.

- (a) They want to make more money
- (b) They are priced low

- (c) Advertisements make the newspapers look glossy
- (d) Ads are good communicators

10. Examples of _____ applications are YouTube, Wiki, Flickr, FB...

- (a) Web 2020
- (b) Web 0.02
- (c) Web 2.0
- (d) Web T20

11. INS stands for _____

- (a) Indian Newspaper Society
- (b) International News Services
- (c) Indian News Systems
- (d) Indian Newspaper Services

12. One of the disadvantages of Individual Ownership of newspaper is

- (a) Employees efficiency tends to be higher
- (b) Sale of property and handling of burdensome assets become difficulty
- (c) Maybe short-lived, as owner may run out of funds
- (d) Higher employee morale

13. In journalism, "convergence" means

- (a) Sharing facilities, newsgathering resources, personnel or content.
- (b) Different news media all cover the same story in the same way.
- (c) The content of one newspaper is indistinguishable from that of any other newspaper.
- (d) News organizations are all striving to put the same ideological slant on news stories.

14. If a media company wants to build a good "corporate image," it will probably use which of the following marketing communications mix tools?

- (a) Advertising

(b) Public relations

(c) Direct marketing

(d) Sales promotion

15. Radio broadcasting was initiated in _____, but became a state responsibility only in 1930.

a. 1927

b. 1930

c. 1946

d. 1985

16. All the trustees together are called_____.

(a) Board of Trustees

(b) Board of studies

(c) Board of group

(d) Board of govt.

17. Title registration of newspaper is done by:

(a) RNI

(b) DAVP

(c) PIB

(d) IPRD

18. The Flagship channel of Doordarshan is

(a) DD Metro

(b) DD1

(c) DD Lok Sabha

(d). DD Rajya Sabha

19. Name the first talkie in India.

a. Raja Harishchandra

b. Jhansi Ki Rani

c. Alam Ara

d. Pundalik

Ans: c. Alam Ara

20. Eliminating government set restrictions or barriers is called:

(a) Free trade

(b) Favourable trade

(c) Investment

(d) Liberalisation

21. What does AI stand for?

(a) Abnormal Incursions

(b) Access Input

(c) Artificial Intelligence

(d) Application Index

22. Revision of budgets is...

(a) Unnecessary

(b) Can't determine

(c) Necessary

(d) Inadequate data

23. Display Ads are:

(a) Sectioning of topics as display

(b) Display of Ads on Notice boards

(c) Ads used to sell products or services directly to the buyers

(d) Ads which promote a healthy competition for the manufacturers

24. An advertiser always pays for a newspaper that has

(a) A very popular brand ambassador

(b) A wider reach in terms of circulation

(c) A beautiful editor

(d) Extra pages devoted to entertainment

25. Social commitment activities of newspapers show that

(a) Advertisers are very important to journalists

(b) Film personalities help to popularize the newspaper

(c) Fuel and news ink are an important part of publishing

(d) Newspapers are responsive to the people's needs

DEPT – BMM
EXAM TYPE – REGULAR (J)
SEM – VI
SUBJECT – BROADCAST JOURNALISM
Sample Questions

1. Which of these is the sister service of Prasar Bharati's Doordarshan?
 - a. All India Radio
 - b. FM Radio
 - c. Community Radio
 - d. Satellite Radio

2. What is the function of NSD of AIR?
 - a. To disseminates the news and comments to Indian listeners
 - b. To disseminates the news to abroad listeners
 - c. To disseminates the news and comments to abroad listeners
 - d. To disseminates the news and comments to both Indian and abroad listeners

3. The British Broadcasting Corporation's main revenue source for a long time was
 - a. Government subsidy
 - b. Licence fee
 - c. Public donations
 - d. Sale of bonds

4. The code of ethics followed by Doordarshan forbids:
 - a. Rural Development Publicity Programmes
 - b. Preparation of Audience Profile
 - c. Criticism of Friendly Countries
 - d. Government Sector News

5. Which regional news channel was launched as a joint venture with Network 18?
 - a. IBN Lokmat
 - b. ZEE 24Taas
 - c. Sun TV Network
 - d. Aaj Tak

6. Which was the first private regional TV channel to launch in Orissa?
 - a. ETV
 - b. Sun TV
 - c. ABP
 - d. OTV

7. ETV Marathi is owned by?
 - a. Adhikari Brothers
 - b. Subhash Chandra

- c. Ramoji Group
 - d. Government of Maharashtra
8. Regional news bulletin must reflect the development of
- a. Only State
 - b. Only Political
 - c. Only National
 - d. States, people, and national political association
9. _____ includes an element of listener participation usually by broadcasting live conversation between the host and listeners
- a) Radio
 - b) Documentary
 - c) Podcast
 - d) Interview
10. _____ is goal driven;
- a) Reviews
 - b) Play
 - c) Talk Show
 - d) Interview
11. _____ has variety of themes such as social, historical, mythological etc.
- a) Drama
 - b) Documentary
 - c) Movie
 - d) Advertisement
12. _____ is important in a feature story than a TV news story
- a) Audio
 - b) Visual
 - c) Audio- Visual
 - d) None of the above
13. What is the meaning of News Bulletin?
- a. Short TV/ Radio programme broadcasting Entertainment News
 - b. Short TV/ Radio programme broadcasting Crime News
 - c. Short TV/ Radio programme broadcasting Political News
 - d. Short TV/ Radio programme broadcasting Main Pieces of News
14. Spot News is the type of News that...
- a. Is planned in advance
 - b. Occurs Unexpectedly
 - c. Takes place in the News Room

d. Can be aired with delay
15. _____ is the key to maintain viewer/listeners attention

- a. Consistency
- b. Duration
- c. Complacency
- d. Intensity

16. The anchor must always have a _____ approach when conducting a debate

- a. Biased
- b. Aggressive
- c. Balanced
- d. Tried & Tested

Answer: c. Balanced

17. A mechanism or device which enables the TV camera to move in lateral and tilting motion

- a. Panning device
- b. Scanner
- c. Tilting
- d. Pan/tilt device

18. For Metro manila, the classification of prime time blocks for FM shall be

- a. 6:00 AM to 8:00 PM
- b. 6:00 AM to 12:00 NN
- c. 6:00 AM to 6:00 PM
- d. 12:00 NN to 12:00 MN

19. Graphics and special effects are widely used in

- a. Radio and sound production
- b. Multi-camera setup
- c. Video games and movies
- d. Acting

20. What's a Production Schedule?

- a. Allotment of finances
- b. Visual telling of the story through images and charts
- c. Timetable for shooting purposes

- d. Drawing of the set for placement and movement
21. The list of all shots planned for a given scene is called a _____.
- a. Storyboard
 - b. Clapboard
 - c. Shots list
 - d. Screenplay
22. The amount of broadcasting time that someone or something has on television or radio is called _____.
- a. Drivetime
 - b. Primetime
 - c. Airtime
 - d. Spot time
23. A Popular radio story narration show “Yaadon ka Idiot box” is hosted by?
- 1) Amen sahani
 - 2) Neelesh Misra
 - 3) Piyush Pandey
 - 4) Aayushmann khurrana
24. When was Google founded?
- 1) 1997
 - 2) 1998
 - 3) 1999
 - 4) 2000
25. Phishing is _____
- 1) Criminally deceitful process of trying to acquire the sensitive information
 - 2) A computer software which is installed on the system without the user's knowledge to track the user's interaction with the system
 - 3) A technique commonly used for Spam e-mails
 - 4) A program that can copy itself and infect the a computer without the permission of the owner

DEPT – BMM

EXAM TYPE – REGULAR (J)

SEM – VI

SUBJECT - ISSUES OF GLOBAL MEDIA

Sample Questions

1. Which is a key media related issue?

- A. Oligopoly
- B. Monopoly
- C. Demography
- D. Diversity

2. What does SARFT stand for?

- A. South American Radio, Film Television
- B. South African Radio, Film and Television
- C. State Administration for Radio, Film and Television
- D. State Alliance for Recording Film and Telecast

3. The NWICO was charged with creation of a set of recommendations to make global media representation?

- A. Profitable
- B. Commercial
- C. Equitable
- D. Viable

4. Who was the only female member representing Canada of the International commission?

- A. Betty Zinnamen
- B. Betty Zinnaman
- C. Beretta ZInnaman
- D. Beretta Zinnamen

5. What is Citizen Journalism?

- A. Specialized Reporting

B. Lay Person Reporting

C. News Channel

D. Newspaper

6. Which protests were set off by the death of death of Hu Yaobang?

A. Hongkong

B. Vietnam

C. Korea

D. Tiananmen square

7. When did the massacre at Tiananmen Square occur?

A. June 4, 1986

B. July 4, 1986

C. June 4, 1989

D. July 4, 1989

8. What is a sort of 'crisis' in the present media?

A. Commercialization, commodification

B. Declining Sales

C. Viewership

D. Democratization

9. How to report on natural disaster?

A. Avoid

B. Rush

C. Take precautions and permissions

D. Help in the rescue operation

10. What is another real competition for tradition media outlets?

A. Multi-national Companies

- B. New media
- C. Citizen journalism
- D. News aggregator

11. Concentration of media ownership is also known as

- A. Media Divergence
- B. Majority coverage
- C. Media consolidation
- D. Media empire

12.. Which is the one of the most circulating newspaper in Japan?

- A. Japan Daily
- B. Japan Times
- C. Mainichi Shinbun
- D. Yomiuri Shinbun

13. What are the difficulties for a journalist in hostile environment?

- A. Language Breakdown
- B. Cultural Breakdown
- C. Loss of Property
- D. Threat to Life

14. What does AP stand for?

- A. Agency Press
- B. Associated Press
- C. Agency People
- D. Associate People

15. Which is a TV channel in North Korea?

- A. Korean Television

B. Korean Central Television

C. TV Korea

D. Korean Broadcast

16. What is a characteristic of New Media?

A. Visibility

B. Interactivity

C. Comfort

D. Readability

17. What are the advantages of Parachute Journalism in reporting?

A. Accuracy

B. Diversity

C. Dependability

D. Speed

18. Media conglomerates promote

A. Diversification of culture

B. Homogenization of culture

C. Loss of culture

D. Loss of commercial value of culture

19. Sean MacBride was a scholar from which of these countries?

A. Ireland

B. USA

C. France

D. Egypt

20. Parachute journalists have nearly replaced

- A. Anchors
- B. Television journalists
- C. Foreign correspondents
- D. Photographers

21. General Hasan Soleimani was from

- A. Iran
- B. Qatar
- C. Saudi Arabia
- D. Turkey

22. Which of these organizations headquarters are in Doha ,Qatar?

- A. Fox News
- B. BBC
- C. Al Jazeera
- D. CCTV

23. What does CPD stand for?

- A. Common Publicity Campaign
- B. Central Publicity Department
- C. Common Press Department
- D. Central Propaganda Department

24. Which of these is Japan's Television channel?

- A. JTV
- B. NHK
- C. TVJ
- D. TTV

25. Tiananmen Square is remembered in history for which of the following?

- A. Workers protest for wages

- B. National protest for inflation
- C. Labour Union Strike
- D. Students protest for democracy

DEPT – BMM

EXAM TYPE – REGULAR (J)

SEM – VI

SUBJECT - Business and Magazine Journalism

Sample Questions

1. One prominent example of business journalism, and is still among the United States of America's top newspapers is

- A. Wall Street Journal
- B. New York Times
- C. Wall Street Times
- D. Washington Post

2. Fugger Family began its newsletter system of informing its customers of news that might impact the European markets in the year.

- A. 1567
- B. 1568
- C. 1569
- D. 1570

3. Who is the most important part of company's business by consuming or rejecting product?

- A. Sellers
- B. Consumers
- C. Producers
- D. Customers

4. The reference of Union budget comes from

- A. Article 12
- B. Article 11
- C. Article 111
- D. Article 112

5. The Satyam Scam caused loss to the investors to the tune of

- A. Rs. 14,163 cr
- B. Rs. 14,162 cr
- C. Rs. 14,161 cr
- D. Rs. 14,160 cr

6. Niti Aayog was formed on?

- A. 1stMarch, 2012
- B. 1stFebruary, 2003
- C. 1stJanuary, 2015
- D. 1stApril, 2018

7. Instrument of Monetary Policy is

- A. Inflation
- B. Repo Rate
- C. Sustainable Growth
- D. Liquidity

8. Pahal by Government of India is related with?

- A. LPG subsidy
- B. Cash Subsidy
- C. Entertainment tax
- D. Banking Sector

9. The current headquarters of Reserve Bank of India are located in?

- A. Mumbai
- B. Delhi
- C. Kolkata
- D. Chennai

10. Who presented the Union Budget 2020?

- A. Prime Minister – Narendra Modi
- B. Home Minister – Amit Shah
- C. President – Ram Nath Kovind
- D. Finance Minister – Nirmala Sitharaman

11. What is the largest item of expenditure (in terms of percentage) in the Union Budget 2020-21?

- A. Interest payments
- B. Medical Expenditure
- C. Defence expenditure
- D. States' share of taxes and duties

12. As per the Union Budget, 2020-21, what is the highest rate of Direct Tax in India?

- A. 20%
- B. 25%
- C. 30%
- D. 35%

13. What is the disinvestment target for 2020-21?

- A. 65,000 crore
- B. 1,30,000 crore
- C. 1,75,000 crore

D. 2,10,000 crore

14. Which document among the following is not a part of the Union Budget:

- A. Prime Minister's Speech
- B. Finance Minister's Speech
- C. Fiscal Policy Strategy Statement
- D. Budget Highlight

15. In which year is the Union Budget prepared and presented twice:

- A. During President's Rule
- B. Every year
- C. In an election year
- D. It is never done

16. Among all its functions the Union Budget does not help in performing:

- A. The tabulation of the census
- B. A fairly accurate estimate of revenue
- C. A fairly accurate estimate of expenditure
- D. Facilitate an efficient execution of projects

17. In FY21, government's subsidy bill has pegged at Rs 2,27,793.89 crore for

- A. food, fuel and fertiliser
- B. LPG and Kerosene
- C. Railways
- D. Steel Manufacture

18. Government launched subsidy in LPG called PAHAL. It was launched on

- A. 1st July 2014
- B. 1st June 2013
- C. 1st August 2016
- D. 1st May 2015

19. Experts believe that entitlement under food security are sufficient to fill only

- A. 30 per cent
- B. 40 per cent
- C. 45 per cent
- D. 50 per cent

20. Subsidisation is one of the reasons railways failed to

- A. Increase quality and capacity
- B. Increase revenue
- C. Increase passengers' strength
- D. Manage passengers

21. According to economic survey, agriculture credit is getting concentrated on peripheries of

- A. Rural areas
- B. Semi-urban areas
- C. Urban areas
- D. Semi-rural areas

22. What is the major currency of International Trade and Finance?

- A. American Dollar
- B. British Pound
- C. Chinese Yuan
- D. Japanese Yen

23. As of August 2020, India's Foreign Exchange Reserves are higher than

- A. One trillion USD
- B. 900 Billion USD
- C. 700 Billion USD
- D. 500 Billion USD

24. On _____, through a formed auction process, Satyam was purchased by Mahindra & Mahindra owned Tech Mahindra company.

- A. 16th April 2009
- B. 13th March 2009
- C. 13th April 2009
- D. 16th March 2009

25. The World Bank was created

- A To fund world wars
- B To fund the USA
- C To fund India
- D To fund reconstruction efforts of many European and Asian countries needing financing

DEPT – BMM

EXAM TYPE – REGULAR (J)

SEM – VI

SUBJECT – PRESS LAWS

Sample Questions

1 Law is a system of _____ compulsory through institution.

- a. Rules
- b. Regulations
- c. Discipline
- d. Work

2 The _____ Act of 1986 defines consumer law in India.

- a. Consumer protection
- b. Sales protection
- c. High court
- d. Supreme court

3 What are the disputes relating to property, breach of contracts and wrongs committed in money transactions categorized as?

- a. Civil Process
- b. Criminal Process
- c. Family Issue
- d. Personal Issue

4 Which of the following is entrusted with a statutory duty of laying down the standards of professional conduct and etiquette for advocates in India?

- a. Supreme Court of India
- b. Bar Association of India
- c. Bar Council of India
- d. Delhi Bar Council

5 Which article of the constitution of India abolishes untouchability and forbids its practice in any form?

- a. Article 16
- b. Article 17
- c. Article 18
- d. Article 15

6 Which one of the following is not essential for an offence?

- a. Intention
- b. Motive
- c. Prohibited act
- d. Punishment for act

7 The press council of India accepts complaints against and by the press in matters relation

to _____ or media organisation's ethical failures.

- a) Journalist's
- b) Defamers
- c) Politicians
- d) Beauracrates

8 Scurrilous and inflammatory attacks made on any communities and individuals will be-----

- a. Moral responsibility of Journalism.
- b. Functions of News Media.
- c. Objectives of Newspapers.
- d. Violation of Journalistic ethics.

10 Which section in IPC defines Sedition

- a. 124 A
- b. 124 B
- c. 123 A
- d. 123 B

11 The spoken form of defamation is called

- a. Slander
- b. Libel
- c. Derogatory comment
- d. Abusive

12 The Fundamental Rights of an Indian citizen are subservient to:

- a. Parliamentary privileges
- b. Executive powers
- c. Political dictates
- d. Media dictates

13 Which organisation adopted model law on electronic commerce?

- a. International commerce organisation
- b. United Nations General Assembly
- c. General Agreement on Trade and Tariffs
- d. United Nations Industrial Development Organisation

14 Punishment for identity theft is

- a. Fine up to Rs 10 lakh
- b. Fine up to Rs 1 lakh and imprisonment up to three years
- c. Imprisonment for six years
- d. Fine up to R 5 lakh and imprisonment up to five years

15 To which court will the person aggrieved by the Cyber Appellate Tribunal's order or decision file an appeal?

- a. Small causes court
- b. High court
- c. Supreme court
- d. City civil court

16 The Right to Information Act, 2005 does not apply on a-

- a. body created by a law of Parliament
- b. body owned, controlled or substantially financed by government
- c. a private firm
- d. non-governmental organization financed by the government

17 The State Information Commissioner (SIC) while inquiring into a matter may have the same powers as vested in a Civil Court. Which of the following power is not vested with the SIC-

- a. Receiving evidence on affidavit
- b. Issuing summons for examination of witnesses
- c. Summoning attendance of a person
- d. Punishing a wrong doer

18 Spying or espionage as a crime comes under the following Act-

- a. Law of Obscenity
- b. Official Secrets Act, 1923
- c. Contempt of Courts Act, 1971
- d. Law of Defamation

19 Which of the following is not an objective of the Whistleblowers Protection Act, 2011?

- a. To establish a mechanism to receive complaints relating to disclosure of any allegation of corruption

- b. To inquire into such disclosure of allegation of corruption
- c. To provide a mechanism of anonymous complaining
- d. To provide for adequate safeguards against victimization of the person who make complaints

20 The rights provided by copyrights are:

- a. Reproduction of the work in various forms
- b. Design Work
- c. Trademark
- d. Patent

21 Secondary evidence of a document is admissible as a substitute for:

- a. Admissible primary evidence
- b. Inadmissible primary evidence under certain circumstances
- c. Oral evidence
- d. Hearsay Evidence

22 For dying declarations to be reliable-

- a. They must be made before a magistrate
- b. They must be accompanied by a doctor's certificate
- c. Must be made before Police
- d. It need not be corroborated

23 In the Lok Sabha who nominates a committee of privileges?

- a) The Speaker
- b) The Chairman
- c) The Prime Minister
- d) The chief justice

24 From which Constitution, the Concept of parliamentary privilege in the Constitution of India has been taken?

- a) American
- b) German
- c) British
- d) Australian

25 A Member of Parliament or a privileged person may refuse _____ regarding court matters when the Parliament is in session?

- a) To appear in the court
- b) Ask the evidences
- c) Escape from case
- d) To vote in the house

DEPT – BMM

EXAM TYPE – REGULAR (J + AD)

SEM – VI

SUBJECT – DIGITAL MEDIA

Sample Questions

1. In the first 10 years, the web was heavily used as a static publishing and/or retailing (transactional) channel. This was known as:

A. Web 2.0.

B. Web 3.0.

C. Web 1.0.

D. Web 3.0.

2. SEO stands for_____.

A. Search Engine Optimisation

B. Search Engine Optimum

C. Search Electronic Optimisation

D. Search Engine Operations

3. Arpanet was e-named the Internet in _____ ?

A. 1984

B. 1990

C. 1979

D. 1970

4. Social networks are organized primarily around _____.

A. brands

B. people

C. discussions

D. interests

5. Which social network is considered the most popular for social media marketing?

A. Twitter

B. Facebook

C. LinkedIn

D. WhatsApp

6. What is the name for Facebook`s ranking algorithm?

A. Like Rank

B. Face rank

C. Page rank

D. Edge rank

7. The word "blog" is a shortened version of ____.

A. webblog

B. weblog

C. welog

D. vlog

8. What is the approximate length of a title tag will be considered by most search engines ?

A. 65

B. 140

C. 125

D. 55

9. what is the method for being linked to other user on linkedin ?

A. Connections

B. Followers

C. friends

D. associates

10. In which type of email campaign, advertisement are sent to target group of customer?

A. Direct email marketing

B. Indirect email marketing

C. Spamming

D. spoofing

11. What is the full form of LBS in mobile marketing?

A. Lead-based Service

B. List-based Service

C. Location-based Service

D. List based Segment

12. Which of the following marketing based on very small, specific geographical locations (like neighborhoods or even specific streets)?

A. Hyperlocal marketing

B. SMS marketing

C. QR codes

D. Glocal marketing

13. The most effective AdWords ad headlines.

A. include the company name or website domain name

B. do not contain the most important keywords

C. directly relate to the keywords being searched

D. are written in all capital letters

14. Single-word or general keywords are ___

A. too broad and can lead to clicks from people who don't know what you're offering

B. excellent for your return on investment

C. useful in generating highly targeted traffic for your site

D. good for preventing irrelevant traffic

15. An AdWords Standard Edition account can house up to ___ campaigns and ___ ad groups per campaign.

A. 1,1

B. 10,25

C. 25100

D. No Limit, No Limit

16. Buying relevant keyword and Paid search marketing is about bidding

a)True

b)False

c)May be

d)May not

17. The best way to improve search engine ranking is with

A.Video

B.A blog

C.Having at least 500 words on the page

D.a lot of graphics per page

18. The best way to make money “while you sleep”?

A.up good marketing ideas by dreaming

B.Selling stuff

C.Having products on your website

D.investing in shares

19. What is the number of characters recommended for Title Tag?

A.120

B.250

C.70

D. 100

20. A method of marketing by electronic mail wherein the recipient of the message has consented to receive it is called:

a) Search marketing.

b) Internet advertising.

c) Permission-based email marketing.

d) Social web marketing.

21. What is the maximum number of characters per Tweet?

a. 145

b. 120

c. 240

d. 280

22. What percentage of consumers regularly or occasionally go online to conduct research before making an in-store purchase?

a. 10 percent

b. 30 percent

c. 40 percent

d. 75+ percent

23. What is the right sequence of stages in the marketing funnel?

a. Awareness, Interest, Evaluation, Consideration, Purchase

b. Interest, Consideration, Awareness, Evaluation, Purchase

c. Awareness, Interest, Consideration, Evaluation, Purchase

d. Intent, Interest, Awareness, Consideration, Evaluation, Purchase

24. Which of these is an SEO certification?

a. BrightEdge Certification

b. Google Analytics IQ^[1]_{SEPC}. AMA's Professional Certified Marketer

d. Hubspot Inbound Certification

25. Of the following website functions, which is the most important?

a. Having free reports, downloads, etc

b. Describing the services your company provides

c. Capturing email addresses of visitors

d. Having contact information on every page

DEPT – BMM

EXAM TYPE – REGULAR (J + AD)

SEM – VI

SUBJECT – CONTEMPORARY ISSUES

Sample Questions

1. Long term change in the statistics of weather is referred to as _____
 - A. Global Warming
 - B. Climate Change
 - C. Greenhouse Effect
 - D. Weather Change

2. Cutting of trees on large scale is called
 - A. Deforestation
 - B. Reforestation
 - C. Afforestation
 - D. Forestry

3. Identify the correct pair
 - A. Basel Convention – Biodiversity conservation
 - B. Kyoto protocol – climate change
 - C. Montreal protocol – Global Warming
 - D. Ramsar convention – Groundwater pollution

4. Carbon credit is traded on the basis of
 - A. Carbon dioxide
 - B. Climate change
 - C. Level of emission quota
 - D. Fossil fuels

5. Aapikko Movement started in
 - A. 1983
 - B. 1982
 - C. 1979
 - D. 1980

6. Mangroves act as a natural shield and guard
 - A. against natural calamities and disasters
 - B. for the protection of tribal forest
 - C. against land destruction
 - D. for the buildings in urban areas

7. What are Human Rights?
 - A. Rights of a man
 - B. Rights derived from the inherent dignity of the human being
 - C. Equal rights
 - D. Rights granted by state

8. What is DRD?
 - A. Department of Rural Development
 - B. Declaration on Right to Development

- C. Demand of Right to Develop
 - D. Developmental Rights for Departments
9. CRC came into force in which year?
- A. 1985
 - B. 1990
 - C. 1991
 - D. 1992
10. With reference to Right to Development Weaker sections of society like women, children and tribal
- A. Do not have right to development
 - B. Do not have the right to participate in development
 - C. Do have all the rights inclusive of Right to development
 - D. Do not have a higher claim to this right
11. Violence under Domestic Violence Act 2005 is categorized under
- A. Physical, Sexual, Emotional, Social
 - B. Physical, Sexual, Vocational, Economic
 - C. Physical, Sexual, Emotional, Economic
 - D. Social, Physiological, Emotional, Psychosocial
12. The constitution provides the children with:
- A. Free education for the age group 18- 22
 - B. Free compulsory education for children in the age group 6-14
 - C. Freedom to practice any trade or profession
 - D. Freedom to work in hazardous industry
13. Which of the near relatives are not considered as donors under the transplantation of human organs act 2002?
- A. cousins
 - B. spouse
 - C. siblings
 - D. parents
14. Provisions of Soli Sorabjee Committee call for
- A. Central complaint authority
 - B. Flexible tenure
 - C. State authority to select chief of organisation
 - D. Physical training

15. The Lokpal bill is an _____ bill

- A. Anti-Corruption
- B. Whistle Blower
- C. Anti-State Violence
- D. RTI

16. Adarsh Society scam is about

- A. 155mm field howitzer
- B. Urea scam
- C. Flats for the wives of martyrs in Kargil war
- D. Purchase of weapons during the Kargil war

17. Impact of Naxalism on economic development

- A. Declining in per capita income
- B. Higher GDP
- C. Increased Spending
- D. Higher spending on defence and lower exports

18. AFSPA gives armed forces the power to

- A. Secure due to imposition of AFSPA
- B. shoot to kill, indiscriminate arrest and harass people
- C. Protection to civilians
- D. Army Cannot enter without a search warrant

19. Provisions under MIDC do not include

- A. Supply of water
- B. Centralised resource planning
- C. Hassel free export environment
- D. Specialised infrastructure facilities for specific industry

20. Maharashtra SEZ comprises of

- A. Santacruz Electronic Export Processing Zone
- B. Navi Mumbai Special Economic Zone
- C. Maha Mumbai Special Economic Zone
- D. Nashik Special Economic Zone

21. TPDS stands for

- A. Targeted Public Distribution System

- B. Test Procedures Development System
 - C. Transactions on Parallel and Distribution System
 - D. Tactical Public Distribution System
22. The Forest Rights Act was introduced in the year:
- A. 2005
 - B. 2006
 - C. 2007
 - D. 2008
23. Land Acquisition Act aims at
- A. Transparent process, Provide just and fair compensation
 - B. Macro development plans, Reforestation
 - C. Claiming Urban Land for rural folk
 - D. Developing urban land and constructing buildings for poor people
24. Reason for illegal immigration from Bangladesh
- A. Easy to walk to cross the borders on foot
 - B. Culturally like Bengali people in India
 - C. Indian Citizen
 - D. Non-Resident Indian
25. What is Migration?
- A. Physical movement of people from one place to another either voluntary or forced
 - B. Forced movement of people because of large scale development projects
 - C. Settlement of people in different place
 - D. Restoration to the former state

DEPT – BMM

EXAM TYPE – REGULAR (AD)

SEM – VI

SUBJECT – ADVERTISING & MARKETING RESEARCH

Sample Questions

1. Closed ended questions are:
 - a. Respondents' answers are unlimited to a fixed set of responses.
 - b. Respondents' answers are limited to an uncertain set of responses.
 - c. Respondents' answers are limited to an infinite set of responses.
 - d. Respondents' answers are limited to a fixed set of responses.

2. A nominal scale measurement normally
 - a. Numbers have no value.
 - b. Numbers have definite value
 - c. Numbers have indefinite value
 - d. Numbers have somewhat value.

3. Ratio Scale:

- a. The most common examples of ratio scales are currency
- b. The most common examples of ratio scales are weight, age, height, and money.
- c. The most common examples of ratio scales are products
- d. The most common examples of ratio scales are plants and animals

4. Choose the odd one out.

- a. Exploratory Research.
- b. Descriptive Research.
- c. Casual Research.
- d. Projective Techniques

5. A technique in which a consumer is asked to assume the role/behavior of an object or another person.

- a. Third- person technique.
- b. Role -play.
- c. Cartoon test.
- d. Personification.

6. Data collected on field is ___

- a. Secondary Data.
- b. Primary Data.
- c. External Data.
- d. Internal Data.

7. Which of the following statements doesn't hold true for Secondary Data

- a. Original information
- b. Type of data is quantitative
- c. Economical
- d. Less Reliable

8 In statistics, a _____ is a subset of a population that is used to represent the entire group as a whole.

- a. Sampling
- b. Sample
- c. Census
- d. Quota sampling

10. _____ relies on the personal judgment and convenience of the researcher rather than the chance to select sample elements.

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

11. Which of the following is a non probability sampling techniques that has a two stage restricted judgmental sampling?

- a. Cluster sampling
- b. Systematic sampling
- c. Quota sampling
- d. Stratified sampling

12 Testing done after the ad copy has come out in the media & audience has seen the advertisement is known as

- a. Broadcast pre-testing
- b. Post testing
- c. Mock magazine test
- d. Focus group

13 Which one of the following is NOT used in advertising research?

- a. Copy Testing
- b. Pre-testing
- c. Post-Testing
- d. Lab testing

14 Additional sales generated by the ads are measured by

- a. Direct mail test
- b. Mock magazine test
- c. Sales results test
- d. Halo effect

15 Which testing is conducted to check Memory recall?

- a. Concept testing
- b. Slogan Testing
- c. Name Testing
- d. Card Concept Testing

- 16 Which one is Broadcast Pre-testing method?
- Direct questioning
 - Focus group
 - Portfolio test
 - Trailer tests
- 17 The technique is used to convey the mood of the final commercial when the real model will be used.
- Animatics
 - Photomatics
 - Livematics
 - Ripomatics
- 18 _____ involves watching test subjects without interacting with them.
- Observation Research
 - Qualitative Research
 - Experiment Research
 - Quantitative Research
- 19 _____ means the search for new facts.
- Hypotheses
 - Research
 - Literature review
 - Experiment
- 20 _____ are formed by recruiting large numbers of households who provide information on their buying over time.
- Expert interview
 - Panel interview
 - Consumer panels
 - Group discussion
- 21 _____ is generally undertaken to develop an initial understanding of the problem.
- Experiment Research
 - Quantitative Research
 - Qualitative Research
 - Secondary Research
- 22 In the second step of the marketing research process, research objectives should be translated into specific _____.
- Marketing sale
 - Information needs
 - Reports
 - Research results

23 A good hypothesis is one which:

- a. Clearly defines the assumption with all operational definitions which are easy to understand and communicate. Should be brief so that it meaningfully describes the concept involved in the assumption.
- b. Clearly defines the assumption
- c. Should be brief
- d. Should be brief so that it meaningfully describes the concept involved in the assumption.

24 Advantages of research design:

- a. Simple Plan
- b. Elaborate plan
- c. Blue print
- d. Helps researcher to prepare himself to carry out research in a proper and a systematic way.

25 Finding new ways to create more satisfying products for customers is called _____.

- a. Customer centered product development
- b. Team best product development
- c. Systematic product development
- d. Concentration base product development

DEPT – BMM

EXAM TYPE – REGULAR (AD)

SEM – VI

SUBJECT – FINANCIAL MANAGEMENT

Sample Questions

1. Current Ratio = Current Assets Divided By??
 - A. Current Assets
 - B. Current Liabilities
 - C. Quick Assets
 - D. Non Quick Assets

2. Which Of The Following Is Not A Payment??
 - A. Interest On Loan Taken
 - B. Cash Purchases
 - C. Collection From Customers
 - D. Asset Purchased

3. Cost Of Fruits In Jam Manufacturing Company Is..... Cost On The Basis Of Traceability
 - A. Direct
 - B. Indirect
 - C. Factory
 - D. Office

4. Salaries Is Cost On The Basis Of Function
 - A. Selling And Distribution
 - B. Office And Administration
 - C. Factory
 - D. Direct

5. If Sales Is 1,00,000 And Variable Cost Is 60,000 What Will Be The Profit Volume Ratio
 - A. 60%
 - B. 50%
 - C. 30%
 - D. 40%

6. BEP In Units = Fixed Cost Divided by??
 - A. Fixed Cost Per Unit
 - B. Contribution
 - C. Variable Cost Per Unit
 - D. Contribution Per Unit

7. If Fixed Cost Is 40,000, Desired Sales 1,00,000 And PVR 50% What Will Be The Desired Profit?

- A. 50,000
- B. 40,000
- C. 30,000
- D. 10,000

8. Which Of The Following Is Not A Receipt??

- A. Cash Sales
- B. Interest On Investment
- C. Sale Of Motor Car
- D. Cash Purchases.

9. P/V Ratio Is An Indicator Of

- A. The Rate At Which Goods Are Sold
- B. The Volume Of Sales
- C. The Volume Of Profit
- D. The Rate Of Profit

10. If A Company Sale Are ₹ 200000 , Fixed Cost Are ₹ 15000 ,The P/V Ratio Will Be 20% ; The Profit Will Be

- A. ₹25,000
- B. ₹35,000
- C. ₹45,000
- D. ₹55,000

11. Which of the following is not a selling and distribution cost_____

- A. salaries
- B. advertisement
- C. carriage outward
- D. commission on sales

12. which of the following is not an advantage of Budgeting??

- A. time consuming
- B. planning
- C. monitoring the performance
- D. improve decision making

13. Following Is The Example Of Direct Cost

- A. Sugar Use In Ice-Crème
- B. Telephone Charges At Office
- C. Director Fees
- D. Advertisement Expenses

14. which is not a characteristic of preference shares
- A. Fixed dividend
 - B. Priority in repayment
 - C. Safety
 - D. Get bonus shares
15. Calculate Gross Profit Ratio If Sale ₹ 20,00,000 And Cost Of Sales ₹ 15,00,000
- A. 30%
 - B. 40%
 - C. 25%
 - D. 15%
16. Gross Working Capital Means
- A. Total Assets
 - B. Total Current Assets
 - C. Total Current Liabilities
 - D. Fixed Assets Minus Current Assets
17. Which Is The Following Item Not A Part Of Working Capital
- A. Stock
 - B. Machinery
 - C. Debtors
 - D. Unclaimed Dividend
18. If Credit Sales = Rs. 8,00,000; Credit Purchases = Rs. 5,00,000; Debtors = Rs. 4,00,000; Creditors = Rs. 2,00,000 Then Creditors Turnover Ratio = _____.
- A. 2 Times
 - B. 4 Times
 - C. 2.5 Times
 - D. 3 Times
19. _____ Is A Device To Help A Firm To Plan And Control The Use Of Cash.
- A. Cash Budget
 - B. Petty Cash
 - C. Sales Budget
 - D. Cost Budget
20. From The Following, _____ Is Not An Example Of Cash Payments.
- A. Cash Purchase
 - B. Wages
 - C. Income Tax
 - D. Cash Sales

21. Consider The Following Data For The Month Of January – Sales = 200 Units; Selling Price = Rs. 80 Per Unit. Based On This Data Estimate The Sales Revenue In February If The Selling Price Has To Be 10% Lower And Sales Unit 20% Higher Than The Previous Month.

- A. Rs. 14,400
- B. Rs. 17,280
- C. Rs. 15,000
- D. Rs. 16,500

22. Short Term Source Of Finance Does Not Consist Of _____

- A. Trade Credit
- B. Cash Credit
- C. Shares
- D. Bank Overdraft

23. If Share Capital = Rs. 10,00,000; Reserves And Surplus = Rs. 3,00,000; Secured Term Loan = Rs. 24,00,000; Unsecured Term Loan = Rs. 3,00,000; Fixed Asset = Rs. 25,00,000; Then Debt Equity Ratio = _____.

- A. 2.07:1
- B. 1.07:1
- C. 2:1
- D. 4:1

24. Bank Overdraft Facility Is Available To _____ Account

- A. Fixed
- B. Savings
- C. Current
- D. Recurring Deposit

25. Preference Shares Carry Dividend At _____ Rate

- A. Fixed
- B. Fluctuating
- C. Diminishing
- D. Reducing

DEPT – BMM

EXAM TYPE – REGULAR (AD)

SEM – VI

SUBJECT – AGENCY MANAGEMENT

Sample Questions

1. AAAA defines as ____
 - a) Association of advertising agencies of America
 - b) Association of agency agencies of America
 - c) Association of account of America
 - d) Association of analysis of America
2. Market research service include ____
 - a) Consumer demand analysis
 - b) Content for tv
 - c) Catalogue
 - d) Brand audit
3. ____ is the type of agency completely owned by advertiser with the aim to secure complete control over advertising
 - a) In-house agency
 - b) Full service agency
 - c) Modular agency
 - d) Mega agency
4. Areas of Agency evaluation ____
 - a) Expertise /objectivity / dedication / staffing & management
 - b) Expertise / staffing & management
 - c) Expertise /objectivity
 - d) Expertise / dedication / staffing & management
5. Pricing objectives ____
 - a) To make the product available at cheaper rate as compared to competitors
 - b) To grow the company
 - c) To increase the market share
 - d) To launch new product
6. Three stages of buyer behaviour ____
 - a) Cognitive /Affective / Conviction
 - b) Motivate/ affective/buying
 - c) Awareness/desire/buying
 - d) Cognitive/desire/conviction
7. ____ is the method where agency is paid a fixed commission by media on media bill for media space bought by agency
 - a) Fee system
 - b) Agency commission
 - c) Service charge
 - d) Aor
8. ____ is implemented when there is relatively low demand & low brand loyalty
 - a) Pull strategy
 - b) Push strategy
 - c) Pull + push strategy
 - d) Communication strategy
9. ____ comprises of free gifts,prizes,etc
 - a) Premiums

- b) Pop
 - c) Frequency programs
 - d) Trade allowances
10. Account planning includes gathering information about the client's products, services, brand, and _____.
- a) TV commercial
 - b) Consumers
 - c) Marketing
 - d) Employees of the company
11. Turning information into _____ is the essence of good account planning.
- a) Plans
 - b) Sales
 - c) Consumer insight
 - d) Creativity
12. An account planner has to keep up-to-date with the _____ trends of the region they function in.
- a) Fashion
 - b) Sales
 - c) Socio-cultural
 - d) Politics
13. A _____ is created after determining the advertising objectives.
- a) Budget
 - b) Marketing Plan
 - c) Offer
 - d) Research
14. The _____ monitors the market trends and the attitude of the consumer towards the client's brand and its competitors, in order to develop effective strategies for the creative team.
- a) Copywriter
 - b) Designer
 - c) Business Development Manager
 - d) Account planner
15. _____ is a third step in the account planning process.
- a) Customer research
 - b) Creative development
 - c) Evaluation
 - d) Brand and Market Audit
16. Place does not include one element listed in the following, identify the same
- a) Location
 - b) Coverage
 - c) Logistics
 - d) Sales promotion
17. Budget for a communication campaign is decided by
- a) The marketer
 - b) The agency
 - c) The consumer
 - d) The retailer

18. Under STP; Segmentation is.....
- Identifying meaningful group of customers
 - Identifying meaningful group of suppliers
 - Identifying meaningful group of retailers
 - Identifying meaningful group of competitors
19. *Isse sasta aur accha kahin nahin* tagline of Big bazaar is positioned on
- Product attribute positioning
 - Product class approach
 - Product user approach
 - Price quality approach
20. The knowledge of potential customer needs, foreign policies, observation of competitor's and their strategy helps for -----
- Money Generating
 - Relation development
 - Communication channel
 - Idea generation
21. _____ indicates the degree of probabilities of a successful product launch and company formation.
- Positive Test Results.
 - Negative Test Results.
 - Competitive Test Results.
 - Participation Test Results.
22. Is known as 'direct inducement' that offers distribution or the ultimate consumers with the primary objective of creating an immediate sale. _____
- Agency management
 - Sales promotion
 - AIDA
 - DAGMAR
23. Which of the following are the possible effects of sales promotion?
- Sales remain stable
 - The sales volume increases temporarily and then decreases and come back to regular sales
 - No increase in sales
 - Sales decreases and then increases after sales promotion
24. Credit cards have loyalty programs where consumers earn bonus points every time, they use their card to charge a purchase; is an example of _____.
- Consumer franchise building program
 - Non-consumer franchise building program
 - Profit making
 - Consumer oriented and trade oriented
25. Which was the first agency in the USA, with a status for creative work in Advertising?
- Lord & Thomas
 - Maccann Erickson
 - Rediffusion
 - Mudra Communication

DEPT – BMM

EXAM TYPE – REGULAR (AD)

SEM – VI

SUBJECT – DIRECT MARKETING

Sample Questions

1. _____ is an item that is built or produced to satisfy the needs of a certain group of people, it can be tangible or intangible.
 - a. Process
 - b. Physical evidence
 - c. Packaging
 - d. Product
2. _____ refers to the channel by which a product or services is sold.
 - a. Process
 - b. Packaging
 - c. Place
 - d. Product
3. _____ approach could be regarded as the "ultimate" Direct marketing approach
 - a. Integrated approach
 - b. Peripheral approach
 - c. Stand- alone approach
 - d. No approach
4. One of the _____ of direct marketing is effective only when all information about the individual customer is available.
 - a. Disadvantages
 - b. Advantage
 - c. Strategies
 - d. Approach
5. _____ involves monitoring customers' responses over time, ideally for as long as your relationship with them lasts
 - a. Customer
 - b. Tracking
 - c. Selling
 - d. Approach
6. _____ has been used in a business context to describe a customer's willingness to continue patronizing a firm over the long term
 - a. Sales
 - b. Marketing
 - c. Loyalty
 - d. Business
7. There are three core Relationship Marketing Strategies i.e. _____
 - a. Get cross sell, get followed ,and get paid
 - b. Get found , Get up sell and Get paid
 - c. Get Found, get followed and get paid
 - d. Get cross sell, Get up sell and Get paid
8. _____ strategy aims to increase the value of those retained customers to the company
 - a. Customer retention
 - b. Customer acquisition
 - c. Customer development
 - d. Customer Loyalty
9. The amount of money spent on promotion is a percentage of past or anticipated sales is _____
 - a. Competitive Parity Method
 - b. All you can afford
 - c. Sales Percentage Method
 - d. No Percentage Method
10. Indirect revenue is considered to be an _____ in calculating Life Time Value of a customer.
 - a. income

- b. expenditure
 - c. contribution
 - d. Liability
11. For the year 2015 Bad debts is 1,000, referrals are Rs 1,000, catalogue is Rs 500 the contribution will be _____.
- a. -1000
 - b. -1500
 - c. -500
 - d. -2,500
12. While calculating LTV the formula D stands for
- a. net contribution from each year's marketing activities
 - b. discount rate
 - c. the expected duration of the relationship (in years)
 - d. profit
13. _____ allow users to build database and specify the structure of data that will contain right information of the customer
- a. Database
 - b. List
 - c. Response Rate
 - d. Call to Action - (CTA)
14. According to Shaw and Stone, database marketing has special strength in the form of _____
- a. Strong
 - b. selective
 - c. costly
 - d. Cost effective
15. Companies can develop database through _____
- a. Govt Reports
 - b. Mass marketing
 - c. No reports
 - d. Costly reports
16. _____ is defined as that obtained as a compiled list from outside the company, this could include outside lists, census data
- a. Verification
 - b. Validation
 - c. External data
 - d. Internal data
17. The disadvantage of in house marketing database is _____
- a. Experienced employee
 - b. external data is too much
 - c. High cost of development
 - d. Easy and quick discussion
18. Fund risers use _____ list
- a. House list
 - b. Buyer List
 - c. seminar list
 - d. Donor list
19. _____ is a third-party agent that acts as a liaison between the list owner or manager and the list user
- a. List managers
 - b. List Vendors
 - c. List owners

- d. List brokers
20. The promotional mails to new or existing customers by sending direct emails or newsletters is _____
- a. Direct mail
 - b. Direct response
 - c. Email marketing
 - d. SEO
21. _____ is a form of television commercial, which generally includes a phone number or website which are typically 30 to 120 seconds in length
- a. Advertising
 - b. Infomercials
 - c. Radio
 - d. Kiosk
22. _____ involves selling goods & services online to final Consumers
- a. B2B
 - b. B2C
 - c. C2B
 - d. C2C
23. _____ is a category of consumer cataloguers who combine retail marketing with catalogue marketing.
- a. Business-to-business
 - b. Showroom
 - c. Consumer
 - d. e- catalogue
24. _____ segmentation is just a technical term for classifying consumers
- a. Marketing
 - b. Geo- demographic segmentation
 - c. Tele calling
 - d. Telemarketing
25. The number of _____ experienced by a specific web page indicates the number of times a specific advertisement might have been viewed.
- a. Catalogue
 - b. Clicks
 - c. Personal Selling
 - d. Direct marketing

DEPT – BMM

EXAM TYPE – REGULAR (AD)

SEM – VI

SUBJECT – LEGAL ENVIRONMENT AND ADVERTISING ETHICS

Sample Questions

1. What is the full form of ICLS?

- a) The Indian Consumer Legislative Security
- b) The Indian Corporate Law Service
- c) The Indian Council of Legal Service
- d) The Indian Corporate Legislative Service

2. Which body regulates the Print Media in India?

- a) Broadcasting Content Complaints Council
- b) Indian Broadcasting Foundation
- c) Press Council of India
- d) News Broadcasters Association

3. What is another name for Defamation?

- a) Calumny
- b) Slander
- c) Libel
- d) Prosecution

4. What is the full form of DAVP?

- a) Dance Art of Visual Publishing
- b) Directorate of Advertising and Visual Publishing
- c) Development of Advertising in Visual Publishing
- d) Direct Advertising and Visual Presentation

5. Who is a registered Medical Practitioner?

- a) One who holds a qualification granted by an authority
- b) One who prescribes Medicine to the patient
- c) One who works with registered company
- d) One who works with non-registered company

6. In which year was the Indecent Representation of Women Act enacted?

- a) 1985
- b) 1986
- c) 1995
- d) 1998

7. For how many years is patent granted for any innovations.

- a) 15 years
- b) 20 years
- c) 60 years
- d) 40 years

8. An Example of Unethical Ad would be

- 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

9. The job to make observations and predictions in changes of new or existing cultural trends for advertisements is,

- a) Cultural Research
- b) Trend setting
- c) Culture hunting
- d) Cool hunting

10. Unwanted e-mail advertisements are categorized as,

- a) Viruses
- b) Malwares
- c) Spams
- d) Threats

11. 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) Email sent in bulk

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

13. Women being portrayed at home, Cooking cleaning, doing household work is an example of

- a. Gender Stereotype
- b. Eating Disorder
- c. Ideal Body image
- d. Misbranding

14. A political advertisement must contain

- a. Year of foundation of the party
- b. Name of the political party
- c. Registration number of the party
- d. Number of registered members

15. Political advertisement in India can be conducted:

- a. Once a year
- b. All the time
- c. Only during elections
- d. Twice a year

16. The “Blacks” against the “whites” is the consequence of _____

- a) Religious Battle
- b) Racist Battle
- c) Stereotype Battle
- d) Democracy Battle

17. She wins who calls herself beautiful and challenges the world to change to truly see her." Is concept of

- a) NO Logo
- b) Beauty Myth
- c) Understanding Power
- d) Hidden Persuaders

18. Noam Chomsky in Understanding Power

- a) Discerns the necessary steps to take toward social change offering a sweeping critique of the world around us.
- b) Discusses communication cycle for creating effective messages.
- c) Evolves deep understanding of spiritualism.
- d) Manages discourse on Gender issues.

19. Which of these defines the basic human rights that every Indian citizen has the right to enjoy?

- a) Fundamental rights
- b) Human rights
- c) Civil rights
- d) Individual rights

20. If an advertisement shows only selective information to make its product look attractive or useful, it is

- a. Manipulation of data
- b. False claims
- c. Subliminal advertising
- d. Political advertising

21. Subliminal advertising is

- a. Puffery
- b. Obscene
- c. Unethical
- d. Political

22. If a company gives false message to the customers, it is known as

- a) Obscene ads
- b) Subliminal ads
- c) Deception
- d) Stereotype

23. The ASCI has adopted a code for

- a) Commissioning
- b) Self-Regulation
- c) Developing
- d) Self-Reliant

24. Which of the following Articles contain the right to religious freedom?

(a) 25-28

(b) 29-30

(c) 32-35

(d) 23-24

25. Advertising creates employment as it increases the volume of sales and

a. Marketing

b. Promotion

c. Production

d. Investment