1. It is an audio-visual medium
   a) Film       b) television  c) both d) none of these

2. A good advertisement copy should possess
   a) Attention value
   b) Memorising value
   c) Educational value
   d) All of these

3. “Catchy and carry” advertisement is
   a) Newspaper advertising
   b) Television advertising
   c) Vehicle advertising
   d) Sky advertising

4. The consumer protection act
   a) 1956 b) 1966 c) 1976 d) 1986

5. Which is the quickest medium of advertising?
   a) Newspapers c) Magazines
   b) Radio d) Journals

6. Modern advertising is
   a) Outdoor advertising
   b) Film advertising
   c) Indirect advertising
   d) Direct advertising

7. Advertising is derived from the ______- word.
   a) Tamil b) Greek c) Latin d) German

8. The full form of AIDAS is
a) Attention, interest, desire, Action, sale

b) Attention, involvement, Desire, Action, sale

c) Attention, interest, Desire, action, Satisfaction

d) Advertisement, interest, desire, Action, safety

9. Advertisement recognition test is

a) Unit test b) Pre-test c) Post-test d) Final test

10. Restrictive trade practices include

a) Exclusive trade practices include

b) Collective bidding

c) Boycott arrangement

d) All of these

11. Mural advertising is a kind of

a) Press advertising b) Miscellaneous advertising

c) Direct advertising d) Outdoor advertising

12. Advertisement made at the place of sale is called as

a) Outdoor advertisement b) point-of-purchase advertisement c) Press publicity d) Direct mail advertising

13. Advertising copy refers to

a) Reading matter b) Sponsor’s ideas

c) Action d) Personal presentation

14. The words used to convey the advertising theme is called

a) Advt copy b) Advt Lay out c) Advt media d) Advt budget
15. Which one is used to measure advertising effectiveness?
   a) Customer response  b) Market response  c) Competitor's response  
   **d) Sales response**

16. The central consumer protection council operates at the ---- level
   a) National  b) state  c) village  d) district

18. Consumer protection act -----1986

19. **COPRA STANDS ---- Consumer protection act of 1986**

20. Press advertising comes under
   a) direct advt.  b) **Indoor Advt**  c) Outdoor advt. d) Promotional advt.

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அ) விளக்கத் தமர்சு முக்கியமான விளக்கத் தமர்சு

b) விளக்கத் தமர்சு முக்கியமான விளக்கத் தமர்சு

4) விளக்கத் தமர்சு

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