Padasalai’s Telegram Groups!

(தமிழ்ப் புத்தக குழந்தைக் கலைக்குழுவை வாங்குதல் போட்டிகளில் தினசரியம்!)

- Padasalai's NEWS - Group
  https://t.me/joinchat/NIfCqVRBNj9hhV4wu6_NqA

- Padasalai's Channel - Group
  https://t.me/padasalaichannel

- Lesson Plan - Group
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- 12th Standard - Group
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- 10th Standard - Group
  https://t.me/Padasalai_10th

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COMMERCE

ENGLISH MEDIUM (UNIT TEST) QUESTION PAPER WITH ANSWER

2019-2020

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1. Promotion mix includes Sales Promotion, Personal Selling, Advertising and
   a) Marketing                       b) Sales
   c) Publicity                      d) None of these

2. Copy testing is also known as
   a) Pre testing                  b) Copy writing
   c) Concurrent testing          d) Preview

3. Consumer promotion, trade promotion and ___________ are the three forms of sales promotion.
   a) Media Promotion               b) Sales Force Promotion
   c) Core Promotion                d) Media Mix

4. ________ media can give 24 hour exposure to the public eye.
   a) Television                        b) Print
   c) Internet                           d) Flex Board

5. It is popularly known as free form of promotion
<table>
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| 6.       | a) Advertisement  
b) Publicity  
c) Personal Selling  
d) Marketing  |
| 7.       | a) Trade promotion  
b) Consumer Promotion  
c) Sales Force Promotion  
d) None of these  |
| 8.       | a) Obscene ads  
b) Subliminal ads  
c) Deception  
d) None of these  |
| 9.       | a) Push  
b) Pull  
c) Combination  
d) Marketing  |
| 10.      | a) Marketing  
b) positioning  
c) Branding  
d) Popularising  |
| 11.      | a) Media Spacing  
b) Media Scheduling  
c) Media Purchasing  
d) Media Buying  |
| 12.      | The plan that show time, date and frequency of an advertisement is |
13. Series of advertisement messages that share a single idea or theme is
   a) Advertisement Campaign
   b) Advertisement Group
   c) Advertisement Cluster
   d) Advertisement Series

14. Point of Purchase Ads are also known as
   a) In-Store Advertising
   b) Built-in Advertising
   c) Green Advertising
   d) Stock Advertising

15. The specific carrier within a medium is called
   a) Media Carrier
   b) Media Bus
   c) Media Van
   d) Media Vehicle

16. Which among the following is not a mechanical test?
   a) Psychogalvanometer
   b) Techistoscope
   c) Camera test
   d) Consumer dairy test

17. A series of actions that media planners take to attain the media objectives
   a) Media Function
   b) Media Strategy
   c) Media Policy
   d) Media Option

18. The combination of media used for advertising in a target market is
   a) Media Mix
   b) Market-Media Match
   c) Media Advertising
   d) Media Option
19. Selection of most appropriate cost-effective medium in advertisement is
   a) Media Buying
   b) Media Scheduling
   c) Media Purchasing
   d) Media Selection

20. Direct mail advertising sends messages through
   a) Audio
   b) Video
   c) Mail
   d) None of these

21. Which of the following is more of personal medium of advertisement?
   a) Internet Advertisement
   b) Broadcast Media
   c) Direct Mail Advertising
   d) Print Media

22. Independent organization of creative people for advertisement and promotional tools are called
   a) Advertisement Makers
   b) Advertisement Creators
   c) Advertisement Developers
   d) Advertisement Agency

23. Which tool of the promotional mix consists of short-term incentives to encourage the purchase or sale of a product or service?
   a) advertising
   b) public relations
   c) direct marketing
   d) sales promotion

24. If a 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

25. _____ is direct communications with carefully targeted individual consumers to obtain an immediate response.
   a) Personal selling
   b) Public relations
c) Direct marketing
d) Sales promotion

26. Which of the following promotional forms is often described as being too impersonal and only a one-way communication form?

a) advertising
b) personal selling
c) public relations
d) sales promotion

27. The promotion tool that may include coupons, contests, premiums, and other means of attracting consumer attention is best described as being which of the following?

a) advertising
b) personal selling
c) public relations
d) sales promotion

28. A ________ is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels.

a) push strategy
b) pull strategy
c) blocking strategy
d) integrated strategy

29. Which of the following strategies is usually followed by B2C companies with respect to promotion strategy?

a) Push strategy
b) Pull strategy
c) Blocking strategy
d) Integrated strategy

30. Which of the following strategies is usually followed by B2B companies with respect to promotion strategy?

a) Push strategy
b) Pull strategy
c) Blocking strategy
d) Integrated strategy

31. Marketing management must make four important decisions when developing an advertising program. All of the following would be among those decisions EXCEPT:

a) Setting advertising objectives.
b) Conducting advertising culture audit
c) Setting the advertising budget.
d) Developing advertising strategy.

32. The first step in developing an advertising program should be to:
33. A specific communication task to be accomplished with a specific target audience during a specific period of time is called an:

   a) Advertising campaign.  
   b) Advertising objective.  
   c) Advertising criterion.  
   d) Advertising evaluation.

34. Which of the following WOULD NOT be one of the primary advertising objectives as classified by primary purpose?

   a) to inform  
   b) to persuade  
   c) to remind  
   d) to make profits

35. ________ is used heavily when introducing a new product category.

   a) Persuasive advertising  
   b) Inferential advertising  
   c) Reminder advertising  
   d) Informative advertising

36. Keeping consumers thinking about the product is the objective for which type of advertising?

   a) Informative advertising.  
   b) Psychological advertising.  
   c) Reminder advertising.  
   d) Persuasive advertising.

37. Determining the promotion budget on the basis of financial availability of capital is characteristic of which of the following budget methods?

   a) Affordable method  
   b) percentage-of-sales method  
   c) competitive-parity method  
   d) objective-end-task method

38. Setting the promotion budget so as to match the budgets of the competitors is characteristic of which of the following budget methods?

   a) Affordable method  
   b) Percentage-of-Sales method
39. _____ are vehicles or channels through which the advertising messages are transmitted to target consumers so that the desired action may be induced at the consumer level

   a) advertisement media  
   b) advertisement copy  
   c) advertising layout  
   d) teaser advertisements

40. _____ is a plan of presenting the message in a more specific and compact form within the advertising space available to the target consumers

   a) advertisement media  
   b) advertisement copy  
   c) advertising layout  
   d) teaser advertisements

41. All of the following methods are used for evaluating advertising effectiveness EXCEPT:

   a) Pre- test  
   b) Post- test  
   c) Concurrent test  
   d) Marginal test

42. All of the following methods are considered to be concurrent testing methods EXCEPT:

   a) consumer diaries  
   b) co- incidental surveys  
   c) readability studies  
   d) electronic devices

43. The central theme of an advertisement that motivates the consumer to make a purchase decision is?

   a) Advertising appeal  
   b) Advertisement script  
   c) Slogan  
   d) Headline

44. The aggregate of all the factors which arouse the needs of customers and guide them in final selection is called?

   a) Advertising appeal  
   b) Advertising media  
   c) Advertisement  
   d) Buying motive

45. Which among the following is not an essential of advertising appeal?

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46. The type of appeal which is related to a person’s psychological and social needs for purchasing products and services?
   a) Rational appeal  b) Emotional appeal  c) Moral appeal  d) Humour appeal

47. Aishwarya Rai Bachan endorsing L’Oreal is an example of?
   a) Rational appeal  b) Beauty appeal  c) Sex appeal  d) Emotional appeal

48. The content and context of a message contained in an advertisement is called?
   a) Ad copy  b) Script  c) Body  d) Advertising appeal

49. An Ad copy which informs the target group the fact that the manufacturer is established enough to give them the right goods is?
   a) institutional copy  b) straight selling copy  c) educational copy  d) expository copy

50. Searching and identifying potential buyers for a product is ________.
   a) Selling  b) Prospecting  c) Compelling  d) Canvasing
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