

IMC- 217- MCQs- Test- April 2024

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Integrated Marketing Communications- [Mkt- 217] [SE-IL] Sem-II [2023- 2024]

* Indicates required question

1. Name of Student *

2. Roll No. *

3. A means of orchestrating the tools of the marketing communications mix, so that audiences perceive a single, consistent, unified message whenever they have contact with a brand, is referred to as: * 1 point

Mark only one oval.

- ☐ IMC
- ☐ Personal Selling
- ☐ Direct Marketing
- ☐ Customer Service

4. A major reason for the development of IMC has been:

1 point

Mark only one oval.

- ☐ the move towards relationship marketing
- ☐ increasingly little difference between products
- ☐ the Internet
- ☐ a more collaborative approach to strategy



5. Which of the following is NOT considered as an aim of the message delivered by IMC?

1 point

Mark only one oval.

- ☐ Clear message
- ☐ Consistent message
- ☐ Complementary use of the message
- ☐ Writer oriented message

6. The example of which IMC tool is shown in the picture that proves it to be one of expensive forms of promotion ?

1 point



Mark only one oval.

- ☐ Direct marketing
- ☐ Events and Experiences
- ☐ Mobile marketing
- ☐ Advertising



7. Select the odd one out from the following ; *

1 point

Mark only one oval.

- ☐ MAGAZINES
- ☐ BILLBOARDS
- ☐ RADIO
- ☐ SPONSORSHIP

8. Choose the odd one out from the following : *

1 point

Mark only one oval.

- ☐ COUPONS
- ☐ DISCOUNTS
- ☐ OFFERS
- ☐ POSTERS

9. Which of the following IMC Tool ,provides the advantage of customization of the message in accordance to the needs of the buyer? * 1 point

Mark only one oval.

- ☐ PUBLIC RELATIONS
- ☐ SOCIAL MEDIA MARKETING
- ☐ ADVERTISING
- ☐ PERSONAL SELLING



10. Which of the following advantages are provided by Integrated Marketing Communication ? * 1 point

Mark only one oval.

- ☐ Ensures maximum profit with minimum cost
- ☐ It is solitary in form and targets specific audience only
- ☐ Acts as a global platform for collaboration of various business , companies to expand the commercial market of the commodity
- ☐ It provides consistent and clear message to its consumers

11. NAME THE FOLLOWING ; A free product given to consumers to encourage trial and purchase * 1 point

Mark only one oval.

- ☐ Coupon
- ☐ Sachet
- ☐ Sample
- ☐ Brochure



12. Identify the category, which the following image refers to: *

1 point



Mark only one oval.

- ☐ Frequent user incentives
- ☐ Rebate
- ☐ Coupon counter
- ☐ Point of purchase display

13. Advertising is intended to _____ and _____ *

1 point

Mark only one oval.

- ☐ persuade and inform.
- ☐ awareness and inform.
- ☐ persuade and awareness.
- ☐ inform and creativity.



14. What is the next stage in the IMC planning process, once marketing and communication objectives have been set? * 1 point

Mark only one oval.

- ☐ Budget determination.
- ☐ Implementation of those objectives.
- ☐ Media selection scheduling.
- ☐ Recruitment of marketing and promotion personnel.

15. What is the main objective of informative advertising? 1 point

Mark only one oval.

- ☐ To stimulate primary demand
- ☐ To create selective demand
- ☐ To keep the brand in consumers' mind during the mature stage of PLC
- ☐ None of the above

16. To set its total promotion budget, a company can choose between four common methods: * 1 point

Mark only one oval.

- ☐ Defining specific objectives, determining the tasks that must be performed to achieve these objectives, and estimating the costs of performing these tasks
- ☐ Competitive method and percentage-of-sales method
- ☐ Competitive method, parity method, objective method and task method
- ☐ Affordable method, percentage-of-sales method, competitive method and objective & task method



17. Which of the following is NOT an element of communication? *

1 point

Mark only one oval.

- ☐ Sender
- ☐ Decoding
- ☐ Feedback
- ☐ None of the above

18. _____ is commercially significant news regarding a product/service, which appears in the commercial media at no cost to the business. It is not considered to be advertising.

1 point

Mark only one oval.

- ☐ Publicity
- ☐ Public relations
- ☐ Advertising tools
- ☐ Promotion

19. The words used in an advertisement is referred to as _____. *

1 point

Mark only one oval.

- ☐ Data.
- ☐ Artwork
- ☐ Copy
- ☐ Text



20. Media _____ is a primary goal of advertising media planning and buying. * 1 point

Mark only one oval.

- ☐ frequency
☐ efficiency
☐ flexibility
☐ reach

21. Media Buying refers to buying _____ in the selected media. * 1 point

Mark only one oval.

- ☐ slot
☐ space
☐ vehicle
☐ time and space

22. Media literacy means the ability to * 1 point

Mark only one oval.

- ☐ Read and write
☐ Create professional media
☐ Understand and use media
☐ Prepare for a career in media

23. Media planning is carried out through * 1 point

Mark only one oval.

- ☐ An intuitive process
☐ Research and tested formulas
☐ Both of the above
☐ None of the above



24. Newspapers offer _____ as a media choice *

1 point

Mark only one oval.

- ☐ High Impact
- ☐ Low Impact
- ☐ Low Selectivity
- ☐ High Selectivity

25. Radio is often referred to as The Theatre of the Absurd *

1 point

Mark only one oval.

- ☐ The Theatre of the Absurd
- ☐ Mindful Theatre
- ☐ The Theatre of the Mind
- ☐ Surround Sound

26. Reach is defined as? *

1 point

Mark only one oval.

- ☐ Insufficient exposure to the target audience
- ☐ The Number of times a reader is exposed to a message
- ☐ The total number of duplicated exposures
- ☐ The total number of unduplicated exposures

27. The estimated number of people an advertisement reaches is called *

1 point

Mark only one oval.

- ☐ Impressions
- ☐ Subscriptions
- ☐ Metrics
- ☐ Newsstand Purchases



28. The merits of newspaper as a medium of advertising are: *

1 point

Mark only one oval.

- ☐ Wide coverage
- ☐ Quick response
- ☐ Regularity and frequency
- ☐ All of the above

29. The news of important public events appearing in the front sections of a newspaper, is called: * 1 point

Mark only one oval.

- ☐ Soft-news
- ☐ Hard-news
- ☐ Feature News
- ☐ Investigative news

30. The pricing of _____ advertising could vary across devices and access formats. * 1 point

Mark only one oval.

- ☐ print
- ☐ broadcast
- ☐ digital
- ☐ out of home.



31. The first step of the objective-and-task method is

* 1 point

Mark only one oval.

- ☐ assessing the communications functions
- ☐ establishing specific marketing objectives that need to be accomplished
- ☐ determining advertising's role in the total communication mix
- ☐ establishing specific advertising goals in terms of the levels of measurable communication response required to achieve marketing objectives

32. A good copy-testing system needs to provide measurements that are

* 1 point

Mark only one oval.

- ☐ relevant to the advertising objectives
- ☐ relevant to the advertising budget
- ☐ relevant to the advertising media
- ☐ relevant to the advertising script

33. A clothing store that sets their advertising budget by following the major competitor and adding an additional 15 percent is using the _____ method.

* 1 point

Mark only one oval.

- ☐ percentage-of-sales
- ☐ arbitrary allocation
- ☐ objective-and-task
- ☐ competitive parity



34. Questions such as: "What ads do you remember seeing yesterday?" are * 1 point
an example of what type of post-test?

Mark only one oval.

- ☐ Aided recall
☐ Unaided recall
☐ Inquiry test
☐ Attitude test

35. An appeal is the _____ of an advertisement. * 1 point

Mark only one oval.

- ☐ Theme
☐ Image
☐ Color
☐ Information

36. The series of action to attain media objectives is _____. * 1 point

Mark only one oval.

- ☐ Media planning
☐ Media strategy
☐ Media selection
☐ Media buying

37. Merchandise allowance is a _____ technique * 1 point

Mark only one oval.

- ☐ Consumer promotion
☐ Trade promotion
☐ Sales force promotion
☐ Media promotion



38. If Sony tries to convince consumers that its brand of computer disks is the best quality for the money, it is using which of the following forms of advertising? * 1 point

Mark only one oval.

- ☐ Informative advertising
- ☐ Psychological advertising
- ☐ Reminder advertising
- ☐ Persuasive advertising

39. The most logical budget setting method is found in the list below. Which is it? * 1 point

Mark only one oval.

- ☐ Affordable method
- ☐ Percentage-of-sales method
- ☐ Competitive-parity method
- ☐ Objective-and-task method

40. The type of trade-promotion discount in which manufacturers agree to reduce the price to the retailer in exchange for the retailer's agreement to feature the manufacturer's products in some way is called a(n): * 1 point

Mark only one oval.

- ☐ discount.
- ☐ allowance.
- ☐ premium.
- ☐ rebate.



41. Keeping consumers thinking about the product is the objective for which type of advertising ? * 1 point

Mark only one oval.

- ☐ Informative advertising.
- ☐ Psychological advertising.
- ☐ Reminder advertising.
- ☐ Persuasive advertising.

42. Which of the following consumer-promotion tools is the most effective, but most expensive, way to introduce a new product? * 1 point

Mark only one oval.

- ☐ Coupons
- ☐ Price packs
- ☐ Contests
- ☐ Samples

43. Which type of promotion uses buying allowances, push money, and free goods? * 1 point

Mark only one oval.

- ☐ consumer promotion
- ☐ trade promotion
- ☐ sales force promotion
- ☐ place promotion



44. Evaluation of an ad before it is transmitted to the audience is known as * 1 point

Mark only one oval.

- ☐ Pre testing
- ☐ Post testing
- ☐ Concurrent testing
- ☐ Advertising research

45. All of the following are considered to be consumer-promotion tools EXCEPT: * 1 point

Mark only one oval.

- ☐ Samples.
- ☐ Push money.
- ☐ Coupons.
- ☐ Patronage reward.

46. _____ is defined as being cash or gifts to dealers or their sales forces to "push" the manufacturer's goods. * 1 point

Mark only one oval.

- ☐ A display allowance
- ☐ A price-off
- ☐ A spiff
- ☐ Push money



47. If an advertiser were to use corporate stationery, brochures, signs, and business cards to advance the public relations interests of the company, they would be using which of the following forms of PR? * 1 point

Mark only one oval.

- ☐ Slick-back materials
- ☐ Audiovisual materials
- ☐ Corporate identity materials
- ☐ Public service materials

48. Which of the following promotional tools is thought to be the most expensive to use? * 1 point

Mark only one oval.

- ☐ Advertising
- ☐ Personal selling
- ☐ Public relations
- ☐ Sales promotion

49. The measure of how many times the average person in the target market is exposed to the message is called: * 1 point

Mark only one oval.

- ☐ Reach.
- ☐ Frequency.
- ☐ Impact.
- ☐ Performance.



50. All of the following would be considered to be functions performed in public relations EXCEPT: * 1 point

Mark only one oval.

- ☐ Press relations.
- ☐ Public affairs.
- ☐ Bribery (when necessary).
- ☐ Lobbying.

51. Publicity is simply defined as a _____ advertisement * 1 point

Mark only one oval.

- ☐ Free
- ☐ Paid
- ☐ Local
- ☐ None of these

52. _____ are certificates that give buyers a saving when they purchase specified products. * 1 point

Mark only one oval.

- ☐ Samples
- ☐ Premiums
- ☐ Coupons
- ☐ Patronage rewards

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