

## B.A.M.M.C. - Semester V

### Sample Questions

Sr. No.	Subject	Question	Option 1	Option 2	Option 3	Option 4	Correct Answer
1	Advertising & Marketing Research	_____ is a systematic inquiry to find solutions to problems.	Evaluation	Brainstorming	Research	Assignment	C
2	Advertising & Marketing Research	_____ research is necessary to define situations of the past and its meaning in the light of the present problem.	Applied	Pure	Descriptive	Historical	D
3	Advertising & Marketing Research	_____ is a specific statement of prediction.	Report	Assessment	Hypothesis	reference material	C
4	Advertising & Marketing Research	Which of these is/are advantages of hypothesis?	Gives direction to study	Suggests suitable form of research design	provides framework to the study	All	D
5	Advertising & Marketing Research	_____ is the systematic, theoretical analysis of the procedures applied to a field of study.	Research Methodology	Research paper	Research project	Research system	A
6	Advertising & Marketing Research	According to Kothari, _____ is a plan, roadmap and blueprint strategy of investigation conceived so as to obtain answers to research questions.	Research Methodology	Research paper	Research project	Research design	D
7	Advertising & Marketing Research	A _____ is a group of individual, persons, objects, or items from which samples are taken for measurement.	Universe	Population	Cases	Samples	B
8	Advertising & Marketing Research	A _____ is a small proportion of a population selected for observation and analysis.	Unit	Sample	Case	Universe	B
9	Advertising & Marketing Research	_____ is the term used to describe a process of preparing and gathering data.	Data set	Data Analysis	Data processing	Data Collection	D
10	Advertising & Marketing Research	In _____ observation method, methods take place according to definite pre-arranged plans, involving experimental procedure.	Uncontrolled	Controlled	Structured	Naturalistic	B
11	Advertising & Marketing Research	In _____ a proportion of the population is selected on the basis of its convenient availability.	Convenience sampling	Inconvenience sampling	Simple sampling	Complex sampling	A
12	Advertising & Marketing Research	A _____ is a written document on a particular topic which conveys information for decision making.	Report	Assessment	Analysis	Samples	A
13	Advertising & Marketing Research	_____ research is a specialized form of marketing research conducted to improve the efficiency of advertising.	Publicity	Promotion	Advertising	Systematic	C

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14	Advertising & Marketing Research	Which of these is not a stage where advertising research takes place?	Copy research	Pretesting	Post testing	Time testing	D
15	Advertising & Marketing Research	_____ research involves a pricing strategy assessment supported by strong pricing research capabilities.	Place	Product	Price	Process	C
16	Advertising & Marketing Research	_____ explores the brand trust and reputation.	Brand Name Research	Brand Loyalty Research	Brand association research	Brand Logo research	B
17	Brand Building	A promise that a product or service will perform as per customer's expectation is called:	Product	Invoice bill	Brand	Company's Logo	C
18	Brand Building	CBBE Model stands for:	Consumer Based Brand Equity Model	Customer Based Brand Equity Model	Customer Biased Building Elements Model	Consumer Brand Building Exercise Model	B
19	Brand Building	The scenario in which, customers not accept the claims of the brand in the positioning is known as:	Double positioning	Advertising failure	Under positioning of brand	Brand failure	A
20	Brand Building	The criteria of brand element which enhances the brand imagery, judgment and feeling is:	Meaningful	Adaptable	Memorable	Likeable	D
21	Brand Building	The legal term for brand is:	Advertising	Marketing	Sales	Trademark	D
22	Brand Building	What refers to brands objective (functional) attributes in relation to other brands:	Brand position	Customer position	Brand relationship	Customer relationship	A
23	Brand Building	Which of this is not the importance of brand positioning:	No differentiation in product	Protect market share	Changing competition	Carving a niche	A
24	Brand Building	Logo, tag line, fonts used, colors used are examples of:	Brand Chain	Brand Elements	Brand Knowledge	Brand Hierarchy	B
25	Brand Building	Choosing brand elements is a part of:	Growing and sustaining brand equity	Measuring and interpreting brand performance	Designing and implementing brand marketing programs	Identifying and developing brand plans	C

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26	Brand Building	Integrating brand into IMC is a part of:	Growing and sustaining brand equity	Measuring and interpreting brand performance	Identifying and developing brand plans	Designing and implementing brand marketing programs	D
27	Brand Building	Leveraging secondary associations is a part of:	Designing and implementing brand marketing programs	Growing and sustaining brand equity	Measuring and interpreting brand performance	Identifying and developing brand plans	A
28	Brand Building	One-to-one marketing is also known as:	Experiential marketing	Individual marketing	Telephonic marketing	Email marketing	B
29	Brand Building	An example of psychological pricing is:	Rs 250	Rs 199	Rs 400	Rs. 273	B
30	Brand Building	Musical messages with catchy hooks and chorus for brand is known as:	URL	Symbol	Slogan	Jingles	D
31	Brand Building	The expenses incurred on labeling, packaging, branding can be reduced by:	Brand extension	Brand element	Brand equity	Brand positioning	A
32	Brand Building	Identifying new and different to use the brand is a part of:	Brand reinforcement	Expanding brand awareness under brand revitalization	Global branding	Domestic branding	B
33	Brand Building	General guidelines about branding strategy and brand elements to be applied across all the different products of the company are covered in:	Brand architecture	Brand equity management	Brand knowledge	Brand resonance	A
34	Brand Building	Brand value chain is a part of:	Designing and implementing brand marketing programs	Identifying and developing brand plans	Measuring and interpreting brand performance	Growing and sustaining brand equity	B
35	Brand Building	Brand value chain model was designed by:	Philip Kotler	Peter Drucker	George Regario	Kevin Keller	D
36	Brand Building	Awareness, associations, attitudes and attachment are a part of which stage in brand value chain:	Market place conditions	Customer mindset	Investor sentiments	Market performance	B
37	Brand Building	BAV was developed by:	Young and Rubicam	Philip Kotler	Kevin Keller	Peter Drucker	A

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38	Brand Building	According to BAV, brand stature is determined by:	Esteem and knowledge	Knowledge and relevance	Relevance and differentiation	Differentiation and esteem	A
39	Brand Building	Brand reinforcement involves:	Brand awareness and brand image	Brand esteem and brand relevance	Brand resonance and brand response	Brand equity and brand value chain	A
40	Brand Building	The number and nature of common and distinctive brand components across the company's set of brands is known as:	Brand portfolio	Brand catalogue	Brand hierarchy	Brand elements	C
41	Brand Building	Unaided recall is also known as:	Wasted time	Brand recall	Brand elements	Advertising strategy	B
42	Brand Building	Excitement, sincerity, ruggedness are a part of:	Brand elements	Brand personality – the big five	Brand architecture	Brand resonance	B
43	Brand Building	A group of products within a product category that are closely related because they function in a similar manner is known as:	Product line	Brand line	House of brands	Branded house	A
44	Brand Building	An advantage of cause marketing is:	Better logistics	Better audits	Differentiation from competitors	Better salaries	C
45	Agency Management	Account management is also known as _____	Client Servicing	Creative Department	Media Department	Finance Department	A
46	Agency Management	Services are _____.	tangible	Perishable	Seperable	Permanent	B
47	Agency Management	FCB Ulka founded in _____.	1980	1873	1996	1984	B
48	Agency Management	_____ was the first advertising agency in India with the growth rate 23% in 2007.	Ogilvy & Mather India	FCB Ulka	Mudra Communication Ltd.	Lintas India Pvt. Ltd.	A
49	Agency Management	_____ facilitates generation of big ideas.	Brainstorming	Reverse Storming	Nominal Group Technique	Big Dream Approach	D
50	Agency Management	_____ is the 1st step in product planning and development.	Generaton of New ideas	Screening of ideas	Commercialisation	Test marketing	A
51	Agency Management	_____ is the process of dividing market into smaller groups of buyers on the basis of distinct needs, characteristics or behaviour.	Segmentation	Targeting	Positioning	Distribution	A

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52	Agency Management	_____ is used to identify the strength, weaknesses, opportunity and threats prevailing in the business.	Brainstorming	Environmental Scanning	Personnel Feasibility study	Technical Feasibility Study	B
53	Agency Management	_____ stage deals with final buying behaviour	Cognitive	Affective	Conviction	Affirmative	C
54	Agency Management	Under _____, a flat fee is paid to agency for the specialized service performed.	Agency Commission	Service charges	Agency on record	Fee System	D
55	Social Media Marketing	If the target audience is young,tech savvy and socially-minded, the most correct platform to reach the audience is _____.	Newspaper	Instagram Reels	Radio	TV	B
56	Social Media Marketing	70% of Gen Zers purchase from _____ companies.	Cheap	Branded	Ethical	Small	C
57	Social Media Marketing	A _____ marketing strategy means that you should create a step-by-step plan which includes types and formats of text,images,videos that you will produce	Content	Product	Traditional	Face to face	A
58	Social Media Marketing	A _____ is an interactive element with the goal of motivating users to complete a specific action based on its message	Click-through rate	Call to action	Conversion rate	Sample	B
59	Social Media Marketing	These are the key thought leaders in your category	Followers	Prospects	Customers	Influencers	D
60	Social Media Marketing	A content calendar also known as an	Editorial calendar	Product Calendar	Marketing Calendar	Schedule Calendar	A
61	Social Media Marketing	A company's _____ establish trust between customer and company	Logo	Brand	Ethics	Sale	C
62	Social Media Marketing	Social media _____ means tracking hashtags, keywords, and mentions relevant to your brand in order to stay informed about your audience	Monitoring	Following	Purchasing	Strategy	A
63	Documentary and Ad Film Making	Film or Movie medium is most popular because _____	The story it tells	The Experience it gives	The artists it uses	The promotion it makes	B
64	Documentary and Ad Film Making	One of the six art form of film making that is associated with set design is _____	Construction	Sculpture	Architecture	Carpentry	C
65	Documentary and Ad Film Making	The documentary mode that uses 'Voice of God' is _____	Poetic	Expository	Performative	Reflexive	B

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66	Documentary and Ad Film Making	A documentarian plays a role himself before camera in _____ documentary mode.	Participatory	Performative	Observational	Expository	A
67	Documentary and Ad Film Making	_____ decisively separates the preceding & following images from each other.	Overlap	Fade out	Cross-fade	Dissolve	C
68	Documentary and Ad Film Making	Captain of the ship' is the term used for _____ in filmmaking field.	Production manager	Director	Production designer	Cinematographer	B
69	Documentary and Ad Film Making	A close up shot obstructed by foreground is called _____	Dirty single	Deep focus	Point of View	Ugly scene	A
70	Documentary and Ad Film Making	The believable visual appearance that is accepted by audience as truth is called _____	Visualisation	Recreation	Enactment	Verisimilitude	D
71	Documentary and Ad Film Making	_____ is the road map for advertising film.	Creative brief	Agency brief	Marketing brief	Client brief	A
72	Documentary and Ad Film Making	Advertising sells _____	Product	Benefits	Service	Features	B
73	Documentary and Ad Film Making	_____ decisively separates the preceding & following images from each other.	Overlap	Fade out	Cross-fade	Dissolve	C
74	Documentary and Ad Film Making	When the picture slowly starts revealing from darkness, the effect is called _____	Fade in	Dissolve	Rollover	Fade out	A
75	Copywriting	A copywriter generally works as a part of _____ team.	Marketing	Creative	Advertising	Logistic	C
76	Copywriting	Good copywriters will always focus on what benefits YOU will enjoy	As the Consumer	As the Marketer	As a Promoter	As an Investor	A
77	Copywriting	_____ mind is the part of your mind responsible for logic and reasoning	Right side	Left Side	Unconscious	Conscious	D
78	Copywriting	The left brain is also called as	Successive processor	Corpus Callosum	Analytical	Simultaneous processor	A
79	Copywriting	"Har Ghar Kuch Kehta Hai" is a slogan of _____	Asian Paints	Pepsi	Tata Sky	Reliance	A
80	Copywriting	Zindagi ke Saath Bhi, Zindagi ke baad bhi" is a slogan of	ICICI	HDFC	LIC	TATA-AIG	C
81	Copywriting	According to David Ogilvy, which appeal has been over used _____	Sex Appeal	Rational Appeal	Humour	Fear Appeal	C
82	Copywriting	Which appeal is used to good effect in Insurance Advertisements _____	Fear	Humour	Sex	Moral	A
83	Copywriting	The process of adapting a message from one language to another while maintaining its intent, style, tone and context is termed as:	Translation	Trans creativity	Transferral	Transfiguration	B

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84	Copywriting	_____ is a process driven technique wherein we complete a four step exercise, building layer upon layer of relevant information	Brainstorming	Imagination	Dream	Creative Aerobics	D
85	Reporting	Who started the Associated Journal Ltd	Rajiv Gandhi	Sanjay Gandhi	Indira Gandhi	J.L.Nehru	D
86	Reporting	Augusta Westland scam is on	fighter aircrafts	commercial aircrafts	helicopters	submarine	C
87	Reporting	What is Gadchiroli Naxal attack?	attack by villagers	attack by Maoists	attack by chinese infiltrators	civil war	B
88	Reporting	Pulwama attack occurred on	43497	43617	44013	42705	A
89	Reporting	Environment beat covers	crime stories	on converting to electric vehicles only	delay in rains only	stories on disasters, climate change	D
90	Reporting	Balakot air strike comes under which news beat	education beat	civic beat	defence beat	political beat	C
91	Reporting	RTI empowers every citizen to	amend changes in constitution	seek information from Government	amend trade relations	amend labour laws	B
92	Reporting	New age technological sources are	Internet	magazines	Newspaper	Radio	A
93	Reporting	Elements of news story is	body	only headline	introduction	headline/introduction/body	D
94	Reporting	Timeliness refers to	on time for journalist	stories	timely news	reporting	C
95	Investigative Journalism	Investigative Journalist should report on stories that	are of public curiosity	are of public interest	are of public good	that excites the public	C
96	Investigative Journalism	Investigative Journalism	protects go	does not require deep research	is not instantaneous.	caters to public demand	C
97	Investigative Journalism	Investigative Journalist	pushes the frontiers	is being in the safe middle of	takes a back seat in	is involved with	A
98	Investigative Journalism	Investigative Journalists	are often intimidated	enjoy perks offered by the government	enjoy perks offered by the conglomerates	enjoy perks offered by the ministers	A

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99	Investigative Journalism	A good investigative journalist	tells the positive stories	tells the story of government initiatives	tells the story of the voiceless	tells the story that appeals to the public at large	C
100	Investigative Journalism	Confidentiality of	keeping confidential	having a network	not revealing	not having confidential	C
101	Investigative Journalism	Right to Privacy is ----- in India	not a Fundamental Right	is a Fundamental Right	is only an ethical responsibility	is only a matter of decency	B
102	Investigative Journalism	In which part of the Indian Constitution, the Fundamental Rights are provided?	Part 1	Part 11!	Part 11	Part 1V	B
103	Investigative Journalism	Pegasus is a -----spyware.	commercial	home made	military grade	human	C
104	Investigative Journalism	Misuse of Pegasus spyware can-----	undermine democracy	strengthen democracy	empower the citizens	empower democratic institutions	A
105	Features and Writing for Social Justice	_____ is a feature story, written in the style of news article	Soft news	Hard news	News feature	Featuring news	C
106	Features and Writing for Social Justice	Magazine features are _____ than the newspaper features	Shorter	Less informative	Longer	Less researched	C
107	Features and Writing for Social Justice	What are different types of research?	On research, Off research	On-field research, Off-field research	Primary research, Tertiary research	Book research, seasonal research	B
108	Features and Writing for Social Justice	Anecdotes are used to _____ to the story	bring liveliness	give proof	add content	show the research	A
109	Features and Writing for Social Justice	Government sponsored/ initiated night schools are peculiar to _____ state	Maharashtra	Bihar	Uttar Pradesh	Karnataka	A
110	Features and Writing for Social Justice	Which of these is not reason for floods in Mumbai?	Plastic	Concrete roads	Afforestation	Reclamation	C



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111	Features and Writing for Social Justice	Which of these statements is true for Mumbai jails?	Mumbai jails are spacious	Mumbai jails are converted into ashram	Mumbai jails are hi-tech and India's first such prison	Mumbai jails are accomodating more than its capacity	D
112	Features and Writing for Social Justice	Ragpickers in India are facing _____ issues the most	Health	Economy	Unemployment	Agriculture	A
113	Features and Writing for Social Justice	Mumbai faces water crisis because _____	no rainfall	no proper planning and implementation of existing plans	over-population	salty water	B
114	Features and Writing for Social Justice	_____ is one of the most polluted part of Mumbai	Santacruz	Bandra	Mahul	Dongri	C
115	Business and Financial Journalism	From the given options which of these is not an Indian Publication	Mint India	Economic Times	Business Standard	Wall street Journal.	D
116	Business and Financial Journalism	Which is a Major threat to Print Business Magazines	Digital Magazines	low Literacy rate	Out of Fashion	Availability	A
117	Business and Financial Journalism	Ramalinga Raju was associated with which scam?	Cement	Satyam	Housing	2G	B
118	Business and Financial Journalism	Rafale Deal Scam is associated with _____	Ships	Fighter jets	Cars	Bikes	B
119	Business and Financial Journalism	Banking Operations are Governed by _____	Reserve Bank	State Bank	Bank of India	Cooperative Banks	A
120	Business and Financial Journalism	A system where all computers of Banks are connected is called _____	Core Banking	More Banking	Quick Banking	Modern Banking	A
121	Business and Financial Journalism	An Airline which closed down due to a scam _____	Kingfisher	Air India	Jet Airways	Spice Jet	A

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122	Business and Financial Journalism	_____ is a place where stock brokers and traders are able to trade stocks.	Banks	Stock exchange	Markets	IDBI	D
123	Business and Financial Journalism	SEBI stands for _____	Securities and Export Board of India.	Securities and Export Branch of India.	Securities and Exchange Board of International Markets	Securities and Exchange Board of India.	D
124	Business and Financial Journalism	The _____ has the right to issue bank notes of all Denominations.	RBI	Central Bank	IDBI	State Bank of India	A
125	Mobile Journalism and New Media	Mobile journalist is often called as _____.	RJ	MJ	Mob-J	MOJO	D
126	Mobile Journalism and New Media	_____ promotes two way communication.	Speech	Debate	Instruction	Interaction	D
127	Mobile Journalism and New Media	_____ is a series of regular updates on a single website that is devoted to current news event.	Live-blogging	Live-tweeting	Live -streaming	Sharing	A
128	Mobile Journalism and New Media	_____ is rapidly becoming the primary source of information for consumers.	Radio	TV	Social media	Print media	C
129	Mobile Journalism and New Media	A non-intuitive design _____ the user's attention.	attracts	diverts	spreads	engages	B
130	Mobile Journalism and New Media	To launch an application ffrom the Home Screen ,_____ an icon.	tap	slide	screen	push	A
131	Mobile Journalism and New Media	_____ is responsible for loss of confidence in journalism.	publicity	fake news	politics	social media	B
132	Mobile Journalism and New Media	_____ are a critical mechanism in a variety of channels.	Insights	Engagement	Hyperlinks	LAN	A

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133	Mobile Journalism and New Media	____ technology established wireless interactions with our gadgets.	Offline	USB	Bluetooth	Landline	C
134	Mobile Journalism and New Media	In podcast ,term 'cast' is derived from ____.	Broadcast	Telecast	Forecast	Ipod	A
135	News Media Management	The structure of indian print media is	totally integrated	highly fragmented	not properly defined	is not strong	B
136	News Media Management	The print media seems to have been divided on the basis of:	religion	caste	language	revenue	D
137	News Media Management	'Targeting' is _____.	creating the campaign	Finding the big idea	finding the key demographics of the audience to increase engagement.	distribution channel	C
138	News Media Management	What is cross-promotion?	brand collaboration	sales	readership reviews	use of both online and offline media to promote a brand.	D
139	News Media Management	Which are the two main sources of revenue for newspapers	sales and advertisement	readerships and circulation	advertisement and promotion	merger and acquisition	A
140	News Media Management	Which are the first few steps to effective financial management?	planning and forecasting	conduct audit of expenses	manage sources of income	manage expenditure	A
141	News Media Management	Unlimited liability is biggest disadvantage of _____ type of ownership.	Partnership concern	limited company	sole proprietary concern	trusts	C
142	News Media Management	_____ does not take part in day to day operations.	chairman	directors	board of directors	head of departments	C
143	News Media Management	_____ normally would mean the occurrence of two or more things coming together.	Media duality	convergence	cross convergence	meltimedia	B
144	News Media Management	Eenadu was launched by _____.	Karunanidhi	YSR Reddy	S. Sadanand	Ramoji Rao	D