

MADANBHAI SURA INSTITUTE OF BUSINESS MANAGEMENT, KHED

(M.M.S.) (SEMESTER - VI) (CBCGS) EXAMINATION - APRIL 2021 MCQs With Answer

Subject Name: IMC

Date & Time:

Total Marks:

Sr no	Question	A	B	C	D
1	_____ can be defined as the way by which organizations attempt to inform, convince and remind customers indirectly or directly about the brands and products they offer.	Marketing communications	Marketing plans	Marketing strategies	None of the above
2	The marketing mix is made up of _____ types of communication.	Seven	Six	Eight	None of the above.
3	Any paid type of non-personal promotion and presentation of goods, services or ideas by an identified sponsor is _____	Sales promotion	Direct marketing	Events and experiences	Advertising
4	Numerous forms of short-term incentives to promote trial or buying of a service of product is _____	Direct marketing	Sales promotion	Events and experiences	Advertising
5	Company sponsored programs and activities planned to create special brand related interactions is _____	Sales promotion	Direct marketing	Events and experiences	Advertising
6	Several programs planned to protect or promote a company's image or its products is known as _____	Public relations and publicity	Events and experiences	Sales promotion	Direct marketing
7	The use of email, fax, internet or telephone to communicate with specific prospects and customers is _____	Sales promotion	Direct marketing	Advertising	Personal selling
8	The online programs and activities designed to engage prospects or customers and indirectly or directly generate awareness, enhance image or support sales of services and products is _____	Advertising	Personal selling	Direct marketing	Interactive marketing
9	People-to-people oral, electronic or written form of communications that associate with experiences or merits of buying or using services or products is _____	Interactive marketing	Direct marketing	Word-of-mouth marketing	Personal selling
10	The face-to-face interaction with prospective buyers for the objective of answering questions, procuring orders and making presentations is _____	Personal selling	Word-of-mouth marketing	Interactive marketing	Direct marketing
11	Billboards, motion pictures, audiovisual material, print and broadcast ads are examples of _____	Sales promotion	Direct marketing	Advertising	Events and experiences
12	Fair and trade shows, exhibits and demonstrations are examples of _____	Direct marketing	Sales promotion	Events and experiences	Advertising
13	Street activities and sports are examples of _____	Sales promotion	Direct marketing	Advertising	Events and experiences
14	Seminars, Annual reports, publications and press kits are examples of _____	Public relations and publicity	Events and experiences	Direct marketing	Sales promotion
15	Chat rooms are an example of _____	Direct marketing	Interactive marketing	Word-of-mouth marketing	Personal selling
16	Fairs and trade shows are an example of _____	Word-of-mouth marketing	Personal selling	Interactive marketing	Direct marketing
17	From the view of creating brand equity, marketers need to be _____	Media sensitive	Media biased	All of these	Media neutral
18	A macro-model in the communication process includes _____ elements.	Nine	Ten	Seven	None of the above
19	In macro-model of the communication process there are _____ parties and _____ communication tools.	3, 2	2, 3	2, 2	None of the above
20	In a macro-model of the communication process, there are _____ functions.	3	4	2	None of the above
21	Micro-models of marketing communications focus on _____ particular responses to communications.	Customers	Organization	Both a and b	None of the above
22	When the audience has greater participation with a product group believed to have high differentiation, the appropriate sequence is _____	learn-do-feel	do-feel-learn	learn-feel-do	None of the above
23	When the audience has greater participation but perceives no or little differentiation within the product group, the appropriate sequence is _____	learn-feel-do	do-feel-learn	learn-do-feel	None of the above
24	When the audience has low participation and perceives little differentiation within the product group, the appropriate sequence is _____	learn-do-feel	do-feel-learn	learn-feel-do	None of the above
25	Attention, interest, desire and action are the four tasks in _____	Communications model	Innovation adoption model	Hierarchy of effects model	AIDA model
26	awareness, knowledge, liking, preference, conviction and purchase the tasks in same order are in _____	AIDA model	Hierarchy of effects model	Innovation adoption model	Communications model
27	Awareness, interest, evaluation, trial and adoption are the five tasks in the _____	Innovation adoption model	Communications model	AIDA model	Hierarchy of effects model
28	Exposure, reception, cognitive response, attitude, intention and behavior are the tasks in the _____	Hierarchy of effects model	AIDA model	Communications model	Innovation adoption model
29	The process of developing effective communication involves _____ steps.	7	8	6	None of the above
30	Creating a service or product category as necessary to eliminate or satisfy a seen discrepancy between a desired emotional state and a current motivational state is _____	Brand purchase intention	Brand attitude	Brand awareness	Category need
31	Ability to recall or recognize the brand within the group in sufficient details to make a buy is _____	Brand awareness	Category need	Brand attitude	Brand purchase intention
32	Assessing the brand with respect to its seen ability to fulfill a currently relevant need is _____	Brand purchase intention	Brand attitude	Category need	Brand awareness
33	Self-instructions to buy the brand or to take purchase related action is _____	Brand awareness	Category need	Brand purchase intention	Brand attitude
34	There are _____ steps in designing the communications.	3	4	5	None of the above
35	While designing the communication, how to say it part is termed as _____	Message strategy	Creative strategy	Message source	None of the above
36	Information appeal focuses on _____	Both b and c	Non product related benefit	Service or product related attributes	None of the above
37	Transformational appeal focuses on _____	Non product related benefit	Service or product related attributes	Both a and b	None of the above
38	Fear appeals work when _____	When source credibility is high	They are not so strong	When the communication promises to relieve	All of the above
39	_____ can be defined as the specialized knowledge the communicator has to support the claim.	Trustworthiness	Expertise	Likability	None of the above
40	Message source credibility depends upon _____	Expertise	Trustworthiness	Likability	All of the above
41	If a person has negative attitude towards a message and a source, or a positive attitude towards both, a _____ is said to exist.	State of congruity	State of diversity	State of convergence	None of the above
42	Advocate channels are a form of _____	Commercial	Personal Communication Channels	Non-personal communication channels	None of the above
43	Expert channels are comprised of _____	Any of b and c	Dependent experts	Independent experts	None of the above
44	Sales promotions, events and experiences and public relations are forms of _____	Non-personal communication channels	Personal Communication Channels	Commercial	None of the above
45	Any paid form of promotion of services, goods or ideas and non-personal presentation by an identified sponsor can be stated as _____	Advertising	Sales promotion	Publicity	Public relations
46	While developing an advertising program, the marketers need to start by _____	Identifying buyer motives	Identifying target markets	Both a and b	None of the above.
47	While developing an advertising program, the marketers need to make five major decisions termed as _____	"The five Ms"	"The five Ms*"	"The five Ps*"	"The five Cs*"
48	The form of advertising that intends to create brand knowledge and awareness of new features of existing products or of new products is known as _____	Informative advertising	Persuasive advertising	Reinforcement advertising	Reminder advertising
49	The form of advertising that intends to create conviction, liking, preference and purchase of a service or product.	Persuasive advertising	Reinforcement advertising	Informative advertising	Reminder advertising
50	There are _____ factors affecting budget decisions.	4	5	3	2
51	In case of high market share brands, there is need of _____ advertising expenditure as a percentage of sales.	High	Less	Depends on condition	None of the above
52	Brands in less-well differentiated market need _____ advertising.	Less	Depends on condition	High	None of the above
53	While developing the advertising campaign, message strategy focuses on _____	Positioning of an ad	Expressing the brand claims	Both a and b	None of the above
54	While developing the advertising campaign, creative strategy focuses on _____	Positioning of an ad	Expressing the brand claims	Both a and b	None of the above
55	Product placement, public spaces and billboards are examples of _____	Place advertising	Sales promotion	Publicity	None of the above
56	The impact of exposures on audience awareness relies on _____	The frequency	The reach	The impact	All of the above
57	The number of different individuals exposed to a specific media schedule at least once during a specified time period is _____	Frequency	The reach	Impact	None of the above
58	The qualitative value of an exposure provided through a specific medium is _____	Impact	Frequency	The reach	None of the above
59	Total number of exposures can be calculated as _____	Average reach* frequency	Impact*Reach	Reach*Average frequency	None of the above
60	Weighted number of exposures can be calculated as _____	Average reach* frequency*Average impact	Reach*Average frequency*Average impact	Impact*Reach*Average frequency	None of the above
61	While launching the new products, extensions of new brands or flanker brands, the most important element is _____	Reach	Frequency	Impact	None of the above
62	Most important element when there are strong competitors or frequent-purchase cycle is _____	Impact	Reach	Frequency	None of the above
63	The major media type is selected on basis of _____	Product characteristics	Message characteristics	Target audience media habits and cost	All of above
64	In-store advertising is a form of _____	Place advertising	Product placement	Point of purchase	None of the above
65	Outdoor advertising is also known as _____	"5-second sell"	"15-second sell"	"20-second sell"	None of the above
66	The number of physical units that carry the advertising can be stated as _____	Audience	Effective Audience	Circulation	Effective ad-exposed audience
67	The number of individuals exposed to the vehicle carrying advertising is _____	Circulation	Effective ad-exposed audience	Effective Audience	Audience
68	The number of individuals with target audience features exposed to the vehicle is _____	Effective Audience	Circulation	Audience	Effective ad-exposed audience
69	The number of people with target audience features who actually saw the advertisement is _____	Circulation	Effective ad-exposed audience	Effective Audience	Audience
70	The _____ problem involves scheduling the ads in terms of business cycle and seasons.	Season scheduling	Micro scheduling	Macro scheduling	None of the above