

BMM DEPT
ATKT SAMPLE MCQs

Subject: Indian Regional Journalism

Q. Answer the following:

[2 marks each]

1) Who was the editor of Bengal Gazette?

- a) Warren Hastings
- b) James Augustus Hicky
- c) Raja Rammohan Roy
- d) GangadharBhattacharya

2) Which was the first Hindi Newspaper?

- a) Bangadoot
- b) BenarasAkhbar
- c) MalwaAkhbar
- d) OoduntMarthand

3) Jam-i-Jahan-Numa was established in which year?

- a) 1822
- b) 1780
- c) 1850
- d) 1823

4) Which was the first Malayalam Newspaper?

- a) MalayalaManorama
- b) Rajyasamacharam
- c) Satyanadakhalam
- d) KaralaPatrika

5) Who was the pioneer of Marathi Journalism?

- a) Gopal Krishna Gokhale
 - b) LokmanyaTilak
 - c) NarayanraoPeshwa
 - d) BalShastriJambhekar
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SUBJECT: COPY WRITING

1. Characteristics of a copywriter:

- a) Creative
- b) Creative, Smart, Good Communicators, Congenial
- c) Creative, Smart,
- d) Creative Smart and Good Communicators

2. The product brief :

- a) Provides initial information provided by the client / company
- b) Provides initial information provided by the client / company that dictates what they require.
- c) Provides initial information provided by the client / company that dictates what they require. A product brief is a document designed to focus on specific benefits and attributes of clients' products.
- d) A product brief is a document designed to focus only on attributes of clients' products.

3. The creative strategy and the key execution details are spelled out in a document called:

- a) A Marketing Brief
- b) A media Brief
- c) A Financial Brief
- d) A creative brief.

4. What among the following is a mental shortcut that helps to make decisions and judgements quickly without having research and analyses.4

- a) Heuristic
- b) Critical thinking
- c) Creative thinking
- d) Ideation

5. Tone of voice both embodies & expresses

- a) The brands personality & set of values
 - b) Favourite expressions, inflections
 - c) Language
 - d) Culture
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SUBJECT: Advertising in Contemporary Society

1) **Which of the following does fall within the jurisdiction of MRTP Commission ?**

- A. Prohibition of unfair trade practices
- B. Free determination of interest rates
- C. Opening up of economy to the world by attaining international competitiveness
- D. Reducing number of reserved industries

2) **All the offences under FEMA are considered as which of the following type?**

- A. Civil offence
- B. Criminal offence
- C. Cognizable
- D. Non-cognizable

3) **Which of the following correctly defines India's foreign exchange rate system?**

- A. Fixed rate
- B. Free float
- C. Managed float
- D. Fixed target of bank

4). **Sandwich board advertisement is not suitable for the products like ____**

- a) Burger
- b) Pizza
- c) Cold drink
- d) Chips

5) **Laissez-faire policy in that policy in which**

- A. There is no intervention by the government in the function of the economy
 - B. There is intervention by the state in the function of an economy
 - C. There is no intervention by the state in the function of the economy
 - D. There is no intervention by the bank
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SUBJECT: MEDIA PLANNING & BUYING

- 1) **Another name for an advertising company's specific methods used to promote the company or its products to targeted customers is:**
- a. The advertising program.
 - b. The sales force .
 - c. The image mix.
 - d. The promotional mix
- 2) _____ are small ads charged in terms of number of words, and putting the message in several categories or classes such as employment, real estate, matrimonial, automobiles etc
- a) Classified Ads.
 - b) Cooperative advertisements
 - c) Surrogate Advertising
 - d) Subliminal Advertising
- 3) _____ measures the sales strength of a brand in a particular area.
- a) Brand Development Index
 - b) Category Development Index
 - c) Share of Mind
 - d) Share of Voice
- 4) **The ---- approach uses fewer media categories and greater spending for category .**
- a. Media concentration approach
 - b. Visual approach
 - c. contact approach
 - d. Brand contact
- 5) **Media planner choose a ---- approach when they use multiple media categories such as a combination of television radio newspaper and the internet.**
- a. media concentration approach
 - b. media dispersion approach
 - c. media advertising
 - d. media integrated approach
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SUBJECTS: CONSUMER BEHAVIOUR

1. Which stage of FLC starts immediately after marriage?

- a. Bachelorhood
- b. Honeymooners
- c. Parenthood
- d. Empty Nest

2. _____ is the one who acts to prevent or discourage a purchase.

- a. Influencer
- b. Gatekeeper
- c. Decision Maker
- d. Users

3. Within the longer society there are subsystem of values resulting in a considerable variation in behavior pattern within total culture

- a. Subculture
- b. Values
- c. Beliefs
- d. Traditions

4. Detailed research of internal and external information as well as multiple alternative search is called ____—

- a. Limited decision making
- b. Routine decision making
- c. Extensive decision making
- d. Continues decision making

Q5. Sleeper Effect

- a. Forget the message
 - b. Forget the situation
 - c. Forget the source
 - d. Forget the importance
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SUBJECT: BRAND MANAGEMENT

1. **A marketer needs to understand that some general traits of a brand name are**
 - A. Easy to recognize
 - B. Easy to pronounce
 - C. Easy to memorize
 - D. None of the above

 2. **_____ reflects the sum of the perceived tangible & intangible benefits & costs to customers**
 - A. customer satisfaction

 - B. customer value
 - C. customer delight
 - D. none of the above

 3. **Marketers often use the term _____ to cover various groupings of customers.**
 - A. people
 - B. buying power
 - C. demographic segment
 - D. market

 4. **Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need is called a(n):**
 - A. idea
 - B. demand
 - C. product.
 - D. service.

 5. **Holistic marketers achieve profitable growth by expanding customer share, _____, and capturing customer lifetime value.**
 - A. undermining competitive competencies
 - B. building customer loyalty
 - C. milking the market for product desires
 - D. renewing a customer base
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SUBJECT: FEATURES AND OPINION

1. **An Honest opinion about a place, restaurant, book or film is called a:**
 - a) Opinion
 - b) Review
 - c) Feature
 - d) News

2. An article where an expert expresses his opinion on a topic of his expertise is called a:

- a) Column
- b) Review
- c) Feature
- d) News

3. An article about a famous personality's death is called:

- a) Review
- b) Profile
- c) Feature
- d) Obituary

4. A question- answer round between two individual s is called:

- a) Story
- b) Movie
- c) Interview
- d) Review

5. A feature that celebrated the spirit of monsoons can be termed as:

- a) Seasonal Feature
- b) Book Feature
- c) Nostalgic Feature
- d) Film Feature