

Question 1: All of the following are the components of price, EXCEPT:

- List price
- Discount
- Warranties
- Payment mode

Question 2: In which one of the following components, agency analyzes whether message content & presentation will perform as desired or what changes may be required?

- Copy research
- Media research
- Market research
- Distribution research

Question 3: What is the task of a copywriter?

- Writing ads for different media
- Evaluate marketing date
- Editing and re writing copy
- All of these

Question 4: Which one of the following is a broad set of communication activities used to create and maintain favorable relations between the organization and its publics?

- Advertising
- Sales Promotion
- Public Relation
- Publicity

Question 5: Which one of the following is NOT an ingredient of a Promotion mix?

- Direct marketing
- Sales promotion
- Warehousing
- Advertising

Question 6: Which one of the following types of advertising promotes products, services or ideas with the expectation of making a profit?

- Product advertising
- Commercial advertising
- Non-commercial advertising
- Action advertising

Question 7: Advertising can be used to sell: