

Class	TYBMM
Subject	Advertising and marketing Research
Subject Code	55601

- 1) _____ involves watching test subjects without interacting with them.
- A) Observation Research
 - B) Qualitative Research
 - C) Experiment Research
 - D) Quantitative Research
- 2) _____ is a temporary solution of a problem concerning with some truth which enables an investigator to start his research works.
- A) Literature review
 - B) Hypothesis
 - C) Research
 - D) Questionnaire
- 3) An ordinal scale is a scale (of measurement) that uses:
- A) Labels to classify cases (measurements) into classes.
 - B) Labels to classify cases (measurements) into irregular classes.
 - C) Labels to classify cases (measurements) into ordered classes.
 - D) Labels to classify cases (measurements) into vague classes.
- 3) The researcher must ensure that:
- A) Each question is really necessary.
 - B) Even unnecessary question are asked
 - C) Unnecessary questions increase the value of research
 - D) Combine both necessary and unnecessary questions
- 5) Which is not a type of projective technique?
- A) Sentence completion.
 - B) Story completion.
 - C) Word completion.
 - D) Word association.
- 6) A technique in which a consumer is asked to assume the role/behaviour of an object or another person.
- A) Third- person technique.
 - B) Role -play.
 - C) Cartoon test.
 - D) Personification
- 7) A list of elements from which the sample may be drawn is called a _____.

- A) Sampling
- B) Sampling unit
- C) Sampling Frame
- D) Sampling process.

8) A probability sampling technique that uses a two-step process to partition the population into subpopulations, is known as _____.

- A) Stratified random sampling
- B) Simple random sampling
- C) Quota sampling
- D) Convenience sampling

9) Eye pupil's dilation is used as a test for

- A) Voice pitch analysis
- B) Sales effect test
- C) Attitude test
- D) Physiological testing

10) Aided recall means

- A) To spot errors in the copy
- B) To measure audience response for the theatre test
- C) To test dilation of eye pupil
- D) Few cues to answer questions about the ads

11) In which test the test Ads are put on air by narrow casting.

- A) Trailer tests
- B) Live telecast tests
- C) Clutter test
- D) Theatre Test

12) Challenges to pre-testing DO NOT include.

- A) Consumer Juries
- B) Interest in the product or the product category
- C) Interviewer instructions
- D) Respondents know they are participating in a test

13) Slogan Testing is the method of which research?

- A) Copy Research
- B) Copy Testing
- C) Pre-testing
- D) Post testing

14) Which method measures the ability of the advertising to generate consumer affinity (liking) for both the advertisement and the brand being advertised.

- A) Copy Testing
- B) Pre-testing
- C) Copy Research
- D) Post Testing

15) _____ research usually concentrates on consumer's sensitivity to pricing.

- A) Market research
- B) Brand research
- C) Pricing research
- D) Product research

16) Question Sequence

- A) It is not essential that Questions should flow logically from one to the next.
- B) It is somewhat essential that Questions should flow logically from one to the next.
- C) Questions should flow logically from one to the next.
- D) The researcher must ensure that the answer to a question is influenced by previous questions

17) The Constant Sum Scaling:

- A) It is a technique wherein the respondents are asked to allocate a constant sum of imagination
- B) It is a technique wherein the respondents are asked to allocate a constant sum of units such as points, currency, chips or chits among the stimulus objects according to some specified criterion.
- C) It is a technique wherein the respondents are asked to allocate a constant sum of currency
- D) It is a technique wherein the respondents are asked to allocate a constant sum of imaginary currency

18) Identify the most widely used Research technique in marketing.

- A) Survey.
- B) Observation.
- C) Interview.
- D) Focus Group.

19) When Observation takes place in a natural setting without the influence of external or outside control, it is called

- A) Controlled Observation
- B) Uncontrolled Observation
- C) Disguised Observation
- D) Structured Observation

20) Closed ended questions are:

- A) Respondents' answers are unlimited to a fixed set of responses.
- B) Respondents' answers are limited to an uncertain set of responses.

- C) Respondents' answers are limited to an infinite set of responses.
- D) Respondents' answers are limited to a fixed set of responses.

21) Creative strategies are presented to respondents in the form of headline, followed by body copy placed on a white card for review.

- A) Lay out Test
- B) Poster Test
- C) Card Concept Test
- D) Slogan testing

22) Rating scale that is vertical in nature.

- A) Staple scale.
- B) Likert scale.
- C) Graphical scale.
- D) Category scale.

23) Which is a type of Concept Testing Method?

- A) Poster Test.
- B) Copy Test.
- C) Concept Test.
- D) Illustrate Test.

24) A rating scale of 1 to 5 ranging from strongly agree to strongly disagree is an example of?

- A) Staple scale.
- B) Likert rating scale.
- C) Contrast sum scale.
- D) Semantic differentiation.

25) Secondary Data is also referred to as?

- A) Desk Research.
- B) Dark Research.
- C) Literature Report.
- D) Field Research.

Class	TYBMM
Subject	Legal Environment an Advertising Ethics
Subject Code	55603

1. The laws to be enforced with due priority and urgency by a court of law are
 - a. Directive principles b .Fundamental Rights c. customary laws d. Municipal laws
2. Which article provides for freedom of press in India?
 - a. Article 19 b. Article 25 c. Article 14 d. Article 23
3. Criminal contempt is defined as
 - a. scandalizing or lowering the authority of a court
 - b. wilful disobedience to any judgement of the court.
 - c. criticism of judgement on the merits of the case.
 - d. Innocent publication and distribution of matter
4. Indian Constitution creates –
 - a. Parliamentary form of government
 - b. Presidential form of Government
 - c. Unitary form of Government.
 - d. Constitutional monarchy.
5. The IT Act 2000 was amended in the year –
 - a.2005 b.2010 c.2008 d.2003
6. Under which section of IT Act is punishment given for obscene content
 - a. section 65 b. Section 67 c. Section 47 d. Section 75
7. What is the principle of Net Neutrality?
 - a. All Internet traffic should be treated equally
 - b. Selected Traffic to be treated equally
 - c. Government approved traffic to be treated equally
 - d. Specific internet providers to be treated equal
8. Copyright subsists in which following classes of work.

- a. Musical
- b. Trademark
- c. Plant varieties
- d. Design

9. Drugs and Magical Remedies Act was enacted in the year _____.

- a. 1951
- b. 1952
- c. 1954
- d. 1955

10. Women being portrayed at home, Cooking cleaning, doing household work is an example of _____ advertising

- a. Gender Stereotyping
- b. Eating Disorder
- c. Ideal Body image
- d. Misbranding

11. Political advertisement is paid for by:

- a. Political party
- b. Government
- c. Business institutions
- d. General public

12. A surrogate advertising in India is likely to be of this product:

- a. Electronics
- b. Alcohol
- c. Talisman
- d. Cosmetics

13. Advertisements which use different appeals to lure consumers are _____.

- a. Expensive Advertisement.
- b. Attractive Advertisement.
- c. Manipulative Advertisement.
- d. Effective Advertisement.

14. Not making advertisement on racial discrimination, minority or sexist stereotypes is _____.

- a. Social Responsibility.
- b. Political Responsibility.
- c. Religious Responsibility.
- d. National Responsibility.

15. Fairness cream ads are often based on ----- to persuade customers to buy their products

- a. False Promises
- b. Partial Disclosures
- c. Comparisons
- d. Truth

16. _____ is a certification mark employed on agricultural products in India, assuring that they conform to a set of standards approved by the Directorate of Marketing and Inspection.

- a. AGMARK
- b. ISO
- c. CMM
- d. ASCI

17. The _____ is a Non-Profit consumer organization established in India in 1966 to protect and educate the Indian consumers about sub-standard products and services.

- a. Consumer Guidance Society of India
- b. Common Guidance Shops of India
- c. Central Guidance Scheme of India
- d. Customer Gathering from South India

18. _____ is a bi-monthly news magazine that has been published for over 20 years having articles of general consumer awareness, for CGSI members and general public.

- a. Manorama
- b. Videsh
- c. Sandesh
- d. Keemat

19. No LOGO

- a. Discusses various movements that have been protests against brands
- b. Stresses on the loss or no availability of jobs
- c. Argues that each company's goal is to become the dominant force in its respective field.
- d. Details shift to "anti-brand" branding

20. The Beauty Myth

- a. The myth of beauty spreads the belief that, woman want to embody it, and that men must want such women.
- b. Examination of how our thoughts and feelings are manipulated by business, media and politicians.

- c. Reveals how advertisers use psychological methods to tap into our unconscious desires in order to "persuade".
 - d. Expose the hidden world of "motivation research."
21. The author of Understanding Power is
- a. Vance Packard
 - b. Noam Chomsky
 - c. Naomi Klein
 - d. Naomi Woolf
22. The Author of book The Beauty Myth is _____
- a. Naomi Klein
 - b. Noam Chomsky
 - c. Vance Packard
 - d. Naomi Woolf
23. A major social criticism of Advertising is-
- a. It promotes materialistic lifestyle.
 - b. It increases awareness of products
 - c. It increases knowledge of social initiatives
 - d. it promotes economic value
24. One of the hidden needs exploited by advertisers are
- a. Selling ego gratification
 - b. Selling Happiness
 - c. Selling tragedies
 - d. Selling anger
25. Motivational Research uses techniques to reach _____
- a. subconscious mind
 - b. advertisers
 - c. present consciousness
 - d. policy makers

CLASS	TY BMM (ADVT.)
SUBJECT	FINANCIAL MANAGEMENT FOR MARKETING & ADVERTISING
SUBJECT CODE	55605

1. The value of Sales in company is Rs. 40 lakhs. The Cost of goods sold is Rs. 30 lakhs. The Gross profit ratio is:

- A. 20% B. 25% C. 30% D. 40%

2. The Gross Profit of a Company is Rs. 2 lakhs. Operating expenses are Rs. 1 lakh. The Net Profit Ratio is:

- A. 30%
B. 40%
C. 45%
D. 50%

Q. 3 TO Q.6:

The following is the extract of a Balance Sheet of a company:

Stock	12,00,000	
Debtors	3,00,000	
Bills Receivable	5,00,000	
Bank	4,00,000	
Cash	2,00,000	26,00,000
	5,00,000	
Creditors	5,00,000	
Bills Payable	6,00,000	
Bank overdraft	3,00,000	
Outstanding expenses	<u>1,00,000</u>	15,00,000

Sales Rs. 40 lakhs.

Purchases Rs. 33 lakhs

Based on the above data, solve **Q. No. 3 to Q. No. 6**

3. The Current Ratio is:

- A. 2
B. 2.5
C. 1.73
D. 3

4. The Debtors turnover ratio is:

- A. 5 times
B. 4 times
C. 3 times
D. 6 times

5. The Creditors Turnover ratio is:

- A. 2 times
- B. 3 times
- C. 4 times
- D. 5 times

6. Stock to Working capital Ratio is:

- A. 100 %
- B. 105 %
- C. 102 %
- D. 109.09%

7. The following are the details for the month of June 2020:

	Rs.
Cash sales	2 lakhs
Collections from Debtors for credit sales in the previous month	5 lakhs
Payment to Creditors	3 lakhs

The closing balance of cash is:

- A. Rs. 5 lakhs
- B. Rs. 6 lakhs
- C. Rs. 4 lakhs
- D. Rs. 3lakhs

8. XY Limited purchased raw materials for Rs. 15 lakhs in in February 2020. The creditors allow a discount of 5%. 60% of the to be paid in the following month and 40% in the second month following what was the amount paid to creditors in April 2020

- A. Rs. 5,70,000
- B. Rs. 6,00,000
- C. Rs. 6,50,000
- D. Rs. 4,80,000

9. In Reliance Ltd., the lag in payment of wages was 1/3 of a month

Month	Wages (Rs.)
September	60,000
October	1,08,000

The wages to be paid in October would be:

- A. Rs.82,000
- B. Rs. 72,000
- C. Rs. 92,000
- D. Rs. 94,000

10. Calculate PV Ratio when:

Sales = Rs.1, 50,000

variable Cost = Rs.60,000

Fixed Cost = RS.20,000

Net Profit = RS. 70,000

- A. 50%
- B. 40 %
- C. 55%
- D. 60%

11. What will be sales in rupees for desired profit if fixed cost is Rs.35, 000, desired profit is Rs.25, 000 and P/V ratio is 30%?

- A. Rs.1, 50,000
- B. Rs.1, 00,000
- C. Rs.2, 00,000
- D. Rs.2, 50,000

12. The term contribution refers to

- A. The difference between selling price and fixed cost
- B. The differences between selling price and variable cost
- C. Profit
- D. Fixed cost

13. The following forecasts relate to a single products business for a period.

Variable cost Rs.30, 000

Fixed cost Rs.35, 000

Sales revenue Rs.80, 000

What sales revenue is required to achieve a profit of Rs.22, 000 in the period?

- A. Rs.74, 000
- B. Rs.96, 250
- C. Rs.90, 615
- D. Rs.91, 200

14. When fixed cost Rs.12, 00,000, PV ratio 50 %, contribution per unit –Rs.12.Find out BEP in units.

- A.75, 000 unit
- B.1, 00,000 unit
- C. 1, 25,000 unit

D.1, 50,000 unit

15. In Pune 800 units of a product were sold at Rs. 10 per unit. If units sold increase by 10 %, the sales will be:

- A. Rs. 8,500
- B. Rs. 10,000
- C. RS. 8,800
- D. Rs. 8,600

16. Consider the following data for the month of January:

Sales	660 units
Selling prices	Rs.20 per unit

If the sales unit has to be 50 % higher than the previous month then the sales in February will have to be:

- A.990 units
- B. 660 units
- C. 710 units
- D. 30 units

17. In Mumbai 1,000 units of a product were sold at Rs. 12 per unit. If units sold increase by 12%, the sales will be:

- A. RS. 13,440
- B. RS, 12,000
- C. RS.15,500
- D. RS.14,200

Q. 18 TO Q. 20

Jetalal Ltd. has the following balances on 01-01-2020 - Cash Rs. 8,000, Bills Payable Rs. 1,500, Bank Rs. 4,000, Creditors Rs. 3,000, Bills Receivable Rs. 4,500, Debtors Rs. 6,000, Bank Overdraft Rs. 1,000, and Outstanding Expenses Rs. 2,000.

18. From the above details of Jetalal Ltd. Find the total amount of Current Assets for 01-01- 20.

- a) Rs. 22,500
- b) Rs. 15,000
- c) Rs. 7,500
- d) Rs.15,000

19. From the above details of Jetalal Ltd. Find the total amount of Current Liabilities for 01-01- 20.

- a) Rs. 22,500
- b) Rs. 15,000
- c) Rs. 7,500
- d) Rs.15,000

20. From the above details of Jetalal Ltd. Find the total amount of Working Capital for 01-01- 20.
- a) Rs. 22,500
 - b) Rs. 15,000
 - c) Rs. 7,500
 - d) Rs.15,000
21. In SQL Co. the actual sales for the year 2014 is Rs. 400 lakhs having Working Capital as Rs. 130 lakhs. The forecasted sales figure for the year 2015 is Rs. 600 Lakhs Identify the amount of Working Capital for 2015.
- a) Rs. 195 Lakhs
 - b) RS. 200 Lakhs
 - c) Rs. 225 Lakhs
 - d) Rs. 120 Lakhs
22. The aggregate of all direct cost is termed as _____
- a) Works Cost.
 - b) Prime Cost.
 - c) Total Cost.
 - d) Production Cost.
23. Production, Administration and Selling and Distribution Costs is classification of costs based on _____
- a) Traceability.
 - b) Functions.
 - c) Behaviour.
 - d) Actuals.
24. Warehouse rent is a part of _____
- a) Prime Cost.
 - b) Factory Cost.
 - c) Distribution Cost.
 - d) Production Cost.
25. Cost Classification on the basis of Traceability includes _____
- a) Direct cost.
 - b) Indirect Cost.
 - c) Factory Cost.
 - d) Both a & b.

CLASS	TYBMM(ADVERTISING)
SUBJECT	AGENCY MANAGEMENT
SUBJECT CODE	55607

1. ____ is a service organisation comprising of the team of experts, who create, plan & handle advertising
 - a) Client
 - b) Ad agency
 - c) Aviation
 - d) Research department

2. Advertising agencies provide a valuable resource for any enterprise seeking to ____
 - a) Increase its customer base or its sales
 - b) Increase its manpower
 - c) Increase assests
 - d) Increase wealth

3. Promotional services include ____
 - a) Consumer demand analysis
 - b) Sales promotion / PR activities
 - c) Sales forecasting
 - d) Media buying

4. Market research service include ____
 - a) Consumer demand analysis
 - b) Content for tv
 - c) Caltalogue
 - d) Brand audit

5. IMC means ____
 - a) Integrated marketing communication
 - b) Internal marketing communication
 - c) Indivisual marketing communication
 - d) Independent marketing communication

6. Account management is also known as ____ servicing
 - a) Finance
 - b) Client
 - c) Research
 - d) Media

7. ____ are responsible for body copy of the ad or slogan,etc
- Art directors
 - Media planners
 - Copywriters
 - Accountants
8. Production department comprises of ____
- Finishing artists & dtp operators
 - Art directors
 - Copywriters
 - Media planners
9. ____ is the type of agency completely owned by advertiser with the aim to secure complete control over advertising
- In-house agency
 - Full service agency
 - Modular agency
 - Mega agency
10. According to Philip Kotler, services are ____
- Intangible, inseparable, variable & perishable product
 - Tangible
 - Tangible, inseparable
 - Variable & perishable product
11. Stages in Client –Agency relationship ____
- Pre-relationship stage / developing stage/maintenance stage/termination stage
 - Pre-relationship stage / maintenance stage/termination stage
 - Pre-relationship stage / termination stage
 - Pre-relationship stage / developing stage
12. Areas of Agency evaluation ____
- Expertise /objectivity / dedication / staffing & management
 - Expertise / staffing & management
 - Expertise /objectivity
 - Expertise / dedication / staffing & management
13. Account planning process ____

- a) Defining an advertising task/objectives – preparing a creative brief – creative development – presenting ad to the client - tracking the ad performance
- b) Defining an advertising task/– creative development – presenting ad to the client - tracking the ad performance
- c) Defining an advertising task/objectives – preparing a creative brief – creative development – presenting ad to the client - tracking the ad performance
- d) Creative development – presenting ad to the client - tracking the ad performance

14. Means-End Value chain ____

- a) Attribute – functional consequences - psychosocial consequences – values
- b) Attribute – psychosocial consequences – values
- c) Functional consequences – psychosocial consequences – values
- d) functional consequences – psychosocial consequences

15. Process of converting storyboard into tvc ____

- a) Elements / presentation / planning / production
- b) Elements / planning / production
- c) Elements / presentation/ production
- d) Elements / presentation / planning

16. A ____ is a written document that summarizes what marketer has learned about the market place & indicates how the firms plan to reach its marketing objectives

- a) Marketing plan
- b) Advertising plan
- c) Copy plan
- d) Media planning plan

17. Product objectives ____

- a) To grow the company
- b) To increase market share
- c) To launch a new product
- d) To increase brand awareness

18. Pricing objectives ____

- a) To make the product available at cheaper rate as compared to competitors
- b) To grow the company
- c) To increase the market share
- d) To launch new product

19. STP stands for ____
- a) Segmenting – targeting – placing
 - b) Segmenting – targeting – positioning
 - c) Segmenting – targeting – pricing
 - d) Segmenting – targeting – product
20. Distribution objectives ____
- a) Availability of the products in the market
 - b) Making product available at cheaper rate
 - c) To grow the company
 - d) To design logo
21. Awareness – knowledge – liking-preferences-conviction-purchase defines ____ model
- a) Aida
 - b) Hierarchy
 - c) Innovative
 - d) Adoption
22. DAGMAR is defined as ____
- a) Defining advertising goals measured advertising results
 - b) Defining advertising gains measured advertising results
 - c) Defining accounting goals measured advertising results
 - d) Defining action goals measured advertising results
23. Awareness – Interest Evaluation –Trial Adoption defines ____ model
- a) Innovation adoption model
 - b) Aida model
 - c) Hierarchy model
 - d) Effects model
24. ____ is a comprehensive document prepared by entrepreneur that consists of the vital information in regards of internal & external factors required to be considered,while starting new venture
- a) Business plan
 - b) Marketing plan
 - c) Copy plan
 - d) Ad plan
25. ____ is the method where agency is paid a fixed commission by media on media bill for media space bought by agency
- a) Fee system
 - b) Agency commission
 - c) Service charge
 - d) AOR

Class	TY BMM
Subject	The Principles and Practices of Direct Marketing
Subject Code	55609

Multiple choice Question

1. Over the years the marketing has evolved majorly due to rise in
 - A. Population
 - B. Competition
 - C. Education
 - D. Health

2. Direct marketing is different from regular advertising ,which of the following is not true with respect to direct marketing.
 - A. It does not place its message on a third party.
 - B. Here the marketing of the product is pitched directly at the consumer.
 - C. It is less expensive
 - D. It covers huge audience.

3. Katrina Kaif advertising ‘Lens kart ‘ on TV is an example of marketing.
 - A. Social Marketing.
 - B. Mass marketing
 - C. Direct marketing.
 - D. Non celebrity endorsement

4. It is a small booth like structure used to showcase products or services to customers.
 - A. Catalogue marketing
 - B. Kiosk Marketing
 - C. Internet marketing.
 - D. Mass Marketing

5. LTV concept is based on
 - A. Discounting the future Value
 - B. Discounting the present value.
 - C. Compounding the past value
 - D. Compounding the present value.

6. It is the process of having the sender transformation an idea into a set of symbols.
 - A. Decoding.
 - B. Encoding
 - C. Messaging
 - D. Debugging.

7. Customer Relationship Management is about
- A. Acquiring the right customer
 - B. Instituting the best processes
 - C. Motivating employees
 - D. Internal and External Marketing
8. _____uses sophisticated mathematical and statistical techniques such as neural networking and cluster analysis.
- A. Data mining
 - B. Data survey
 - C. CRM
 - D. Database
9. Which is not a drawback of CRM?
- A. Implementing CRM before creating a customer strategy
 - B. Rolling out CRM before changing the organization to match
 - C. Stalking, not wooing, customers
 - D. Managing and Analysing Interactions.
10. All costs customer expects to incur to buy any market offering is called.
- A. Total Economic Cost
 - B. Total Functional Cost
 - C. Total Customer Cost
 - D. Total Functional Cost
11. Company's monetary, time and energy cost, all are included in
- A. Total customer cost
 - B. Psychological cost
 - C. Personal benefits
 - D. Image benefits
12. First step in analysis of customer value is to
- A. Identify customer's value attributes
 - B. Assessing attribute's importance
 - C. Assessing company's performance
 - D. Assessing competitor's performance

13. Process of building, organizing and using databases of customers to build customer relationship is classified as
- A. Database marketing
 - B. Customer database
 - C. Detailed database
 - D. Company database
14. Cross-selling means _____
- A. Selling with a cross face
 - B. Cross country marketing
 - C. Selling to friends
 - D. Selling other products to existing customers
15. The products from several marketers or several products from same seller being presented to prospective buyers via mail or internet is known as.
- A. Email marketing.
 - B. Catalogue marketing.
 - C. Social media marketing.
 - D. Kiosk Marketing
16. A database helps in _____ of data.
- A. Storage and retrieval.
 - B. Marketing
 - C. Buying and selling
 - D. Promotion
17. De-duplication in database management means
- A. verifying customer record.
 - B. Excluding duplicates.
 - C. Including duplicates
 - D. verifying all available records
18. What is market segmentation?
- A. For open market
 - B. For customer acquisition
 - C. For a specific sub-market
 - D. For database management
19. Which of the following is non-store retailing
- A. Direct selling
 - B. Direct marketing

- C. Electronic retailing
- D. Mail order

20. AIDA stands for_____

- A. Attention, Interest, Diligence, and Action
- B. Attention, Interest, Desire and Aversion
- C. Attention, Innovation, Distinction and Aversion
- D. Attention, Interest, Desire and Action

21. 'Lead' is a marketing jargon, means

- A. A metal
- B. A likely consumer
- C. A leash
- D. A team Leader

22. Customers relation can be ensured by_____

- A. Offering freebies
- B. Catchy slogans
- C. Giving incentives
- D. Personalized services

23. _____ is the act of ensuring that the database does not contain duplicate records of the same customer.

- A. Customer life time return
- B. Customer life time order
- C. Customer life time earning
- D. Customer life time value

24. There are two main sources of data in managing the data source_____

- A. Internal & External.
- B. Real & Unreal
- C. Deceptive & Non Deceptive.
- D. Online & Offline

25. _____ list may include information such as age gender income etc.

- A. Consumer list
- B. Business List
- C. House list
- D. Broker List

CLASS	TYBMM (Advertising)
SUBJECT	Contemporary Issues
SUBJECT CODE	55611

1. Long term change in the statistics of weather is referred to as _____
 - A. Global Warming
 - B. Climate Change
 - C. Greenhouse Effect
 - D. Weather Change

2. Climate change affects
 - A. Deforestation
 - B. Fires
 - C. Rainfall patterns
 - D. Soil erosion

3. Greenhouse effect refers to
 - A. Ability of atmosphere to retain water vapor
 - B. Ability of certain atmospheric gases to trap heat and keep the planet relatively warm
 - C. Ability of cloud to scatter electromagnetic radiation
 - D. Ability of atmospheric conditions to convert into rain

4. How does climate change (global warming) affect human health?
 - A. By increasing allergies and infectious diseases
 - B. By increasing pain in in different organs
 - C. By increasing kidney disease
 - D. By increasing hunger

5. Causes of deforestation
 - A. Afforestation
 - B. Commercial logging
 - C. Soil Erosion
 - D. Forestry

6. Which of these is not directly a consequence of deforestation
 - A. Food shortage
 - B. Exposing soil to heat
 - C. Climate issues
 - D. Poverty

7. Effects of global warming
 - A. Increase in carbon dioxide and greenhouse gases
 - B. Shortage of water and food in urban areas
 - C. Tornadoes, hurricanes, drought, landslides
 - D. Burning of fossil fuels and emission of gases

8. Causes of global warming

- A. Carbon monoxide
 - B. Greenhouse gases
 - C. Sulphur dioxide
 - D. Nitric oxide
9. Desertification refers to
- A. land degradation in arid, semi –arid areas
 - B. Land degradation in Tropical areas
 - C. Land degradation in Urban areas
 - D. Land degradation in Rainforest
10. Which gas is likely to be reduced in the atmosphere by deforestation?
- A. Carbon dioxide
 - B. Nitrogen
 - C. Oxygen
 - D. Sulphur dioxide
11. Greenhouse gases are
- A. Sulphur dioxide, methane (ch₄)
 - B. Carbon dioxide (co₂), methane (ch₄) and nitrous oxide (n₂o)
 - C. Hydroxy fluorocarbon, nitrous oxide (n₂o)
 - D. Carbon monoxide
12. Montreal protocol is related to the:
- A. Global warming
 - B. Ozone layer depletion
 - C. Sustainable development
 - D. Food security
13. Ozone layer can be depleted by
- A. Human action
 - B. Nature
 - C. Sulphur
 - D. Agriculture
14. Modes of controlling pollution in large cities include
- A. Cleanliness and less use of gases
 - B. Proper disposal of organic wastes, sewage and industrial effluents
 - C. Broader roads and increase urbanisation
 - D. Burning of fossil fuels
15. What is the full form of UNFCCC?
- A. United Nations Framework Convention on climate Change
 - B. United Nations Framework Climate Change Convention
 - C. United Nations Formation of Convention on climate Change
 - D. United Nations Conference on climate change
16. Kyoto Protocol is related to
- A. Reduction in Greenhouse gas emission
 - B. Sustainable development
 - C. Protection of environment
 - D. Human Rights

17. Chipko is an Environmental movement
- A. against cutting of trees.
 - B. Against recycling of plastic
 - C. Against killing of wild animals
 - D. Against water pollution
18. Mangroves act as a natural shield and guard
- A. against natural calamities and disasters
 - B. for the protection of tribal forest
 - C. against land destruction
 - D. for the buildings in urban areas
19. CRZ- coastal regulation zone is formulated for
- A. Protection of coastal land
 - B. Protection of the Indian coast.
 - C. Protection of houses in the coast
 - D. Protection of animals in the coast
20. Which of the following describes 'human rights'?
- A. The rights an individual possesses by virtue of being a human being.
 - B. The freedom that only rich people should have
 - C. The rights of animals that human should protect
 - D. The rights of adults only
21. The UDHR maintains that
- A. It is a social, economic, cultural, and political process
 - B. "All humans are born free and equal in dignity and rights
 - C. Human Rights cannot be granted
 - D. It's an alienable right
22. What is DRD?
- A. Department of Rural Development
 - B. Declaration on Right to Development
 - C. Demand of Right to Develop
 - D. Developmental Rights for Departments
23. When was DRD adopted?
- A. 2010
 - B. 1986
 - C. 2011
 - D. 1995
24. Right to Development is
- A. an inalienable human right
 - B. A collective right
 - C. Not legally binding
 - D. Not transparent

25. CRC came into force in which year?

- A. 1985
- B. 1990
- C. 1991
- D. 1992

Class	TYBMM
Subject	Advertising: Digital Media
Subject Code	55613

1. Rich _____ have always been a very strong point for digital media both pre and post planning.
 - A) Customer Integrations
 - B) Customer Insights
 - C) Customer Statistics
 - D) Customer Involvement

2. Which of the following are types of SEO?
 - A) On Page SEO
 - B) On Page and FrontPage SEO
 - C) Front Page SEO
 - D) On Page and Off Page SEO

3. Maximum Tweet length is _____.
 - A) 140 characters
 - B) 180 characters
 - C) 240 characters
 - D) 280 characters

4. _____ is the measurement and analysis of data to inform an understanding of user behavior across web pages.
 - A) Web Analytics
 - B) Web Server
 - C) Webalizer
 - D) Google Analytics

5. WWW was invented by_____.
- A) Mark Anderson
 - B) Vinton Cerf
 - C) Tim Berners-Lee
 - D) Arthur C. Clarke
6. _____ is the simplest form of website, in which the site's content is delivered without the use of server side processing.
- A) E-Commerce Website
 - B) Social Networking Websites
 - C) Static Website
 - D) Dynamic Websites
7. VPN stands for_____.
- A) Virtual Pool network
 - B) Virtual Private Name
 - C) Virus Prone Network
 - D) Virtual Private Network
8. The misuse of technology has also expanded to its optimum level and then there arises a need of strict statutory laws to regulate the _____activities.
- A) Misconduct
 - B) Misdeed

C) Criminal

D) Wrongdoing

9. _____ web app evaluates your activity and gives you a score in terms of your influence and clout on Twitter.

A) Tweet Scan

B) Twitalyzer

C) Tweetdeck

D) Google Alerts

10. _____ as the name suggests is all about bringing new formats of creative assets, or a new technology in existing forms.

A) Creative Innovation

B) Digital Modulation

C) Digital Animation

D) Technological Innovations

11. There has been tremendous increase in the number of Internet user since _____. It was the so called 'Year of Internet'.

A) 1992

B) 1995

C) 1994

D) 1996

12. Following are the three key concepts of Digital Media.

A) Immersion, Participation, Selection

- B) Participation, Selection, Diversion
- C) Interactivity, Participation, Immersion
- D) Interactivity, Immersion, Diversion

13. What does SERP stand for?

- A) Search Entry Rating Procedure
- B) Search Engine Result Page
- C) Search Engine Result Procedure
- D) None Search Entry Rating Procedure

14. On 4th September 1998, _____ was founded.

- A) Internet
- B) World Wide Web
- C) Myspace
- D) Google

15. _____ is a natural way of getting top ranking in SERP without paying any amount to search engines for the placement.

- A) Inorganic SEO
- B) Organic SEO
- C) Hybrid SEO
- D) Higher Quality SEO

16. The intent behind keywords or more specifically "search queries" can be broken down into following three categories.

- A) Navigational, Informational, Transactional
- B) Informational, Transactional, International
- C) Transactional, International, Navigational
- D) Navigational, Transactional, Informational

17. Which of the following is NOT considered in Facebook's engagement metric?

- A) Share
- B) Comment
- C) Likes
- D) Views

18. _____ optimization refers to all measures that can be taken directly within the website in order to improve its position in the search rankings.

- A) Off – Page
- B) On – Page
- C) Key – Page
- D) Surf – Page

19. AWStats stands for _____.

- A) Advanced Web System
- B) Advanced Web Statistics
- C) Advanced Web System

D) Analytical Web Statistics

20. A _____ is a shareable resource that marketing teams can use to plan all content marketing activity.

A) Content Scheduler

B) Content Calendar

C) Content Time track

D) Content Planner

21. _____ is where your visitors will enter the site.

A) Search Bar

B) Links

C) Introduction

D) Homepage

22. _____ is the process of tracking conversations around specific topics, keywords, phrases, brands or industries, and leveraging your insights to discover opportunities or create content for those audiences.

A) Social Marketing

B) Social Listening

C) Social Monitoring

D) Social Listing

23. _____ is created inciting a religious group to act or pass objectionable remarks against a country, national figures.

- A) Telegram Group
- B) WhatsApp Group
- C) Online Hate Community
- D) Public Group

24. How much time period is required to get a Google page ranking?

- A) 2 week
- B) 1 week
- C) 2 months
- D) More than 3 months

25. _____ is a company providing social media analytics based on footprints from use of major social media services including Facebook, LinkedIn, Quora, and Twitter.

- A) Klout
- B) Crowdbooster
- C) PeerIndex
- D) TweetStats