

# Sample Questions of Integrated Marketing Communications

<b>Institute Name</b>	Dr. V.N.Bedekar Institute of Management Studies
<b>Programme Name</b>	MMS
<b>Course (Subject Name)</b>	Integrated Marketing Communications
<b>Question Bank Prepared by (Faculty Name)</b>	Dr. Pallavi Chandwaskar
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Sr. No.	Question	Option 1	Option 2	Option 3	Option 4	Correct Answer
1	Integrated Marketing Communications involves which of the following?	selection of pricing strategy for the products	coordinating the various promotional elements and other marketing activities	planning about market entry strategy	integrating all the distribution efforts of the firm	coordinating the various promotional elements and other marketing activities
2	Identify which of the following is not an element of Integrated Marketing Communications?	Personal selling	Sales Promotion	Pricing decisions	Publicity	Pricing decisions
3	Advertising and Personal selling are differentiated from each other on the basis of this particular parameter:	Mass versus customised	direct versus indirect	Paid versus non-paid	logical versus illogical	Mass versus customised
4	Select one of the advantage of print media:	detailed product information	clutter	obsolescence	high cost of production	detailed product information
5	Which of the following are disadvantages of Broadcast television media?	high returns on investment	low cost per exposure	detailed product information	high cost of production	high cost of production
6	The element "Body Copy" in the print advertisement includes which of the following?	Artwork and illustration	Address and contact number	Storyboard	Logo and Brand name	Storyboard
7	Advertising placed on anything which moves, such as buses, subway advertising, truck-side, food trucks, and taxis, but also includes fixed static and electronic advertising at train and bus stations and platforms is known as?	Transit Advertising	Digital Out of Home (DOOH)	Personal Selling	Sales Promotion	Transit Advertising
8	Public Relations and Sales promotions are differentiated from each other on the basis of which of the attribute?	Mass versus customised	No direct payment to media versus wide range of fees paid	High ROI versus Low ROI	logical versus illogical	No direct payment to media versus wide range of fees paid

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9	Which of these forms of IMC (Integrated Marketing Communications) is generally the most credible source of information in consumer's mind?	Advertising	Sales promotion	Public relation	Direct marketing	Public relation
10	Analyse and identify most persuasive source of marketing communication which enables immediate feedback and gives complex information?	Advertising	Sales promotion	Public relation	Personal selling	Personal selling
11	Evaluate among the following types of IMC tools which one is easily abused and lead to promotion wars?	Advertising	Sales promotion	Public relation	Personal selling	Sales promotion
12	Which of the following is the first step in the designing of the Advertising campaign?	Develop media plan	Defining advertising objectives	Identification and analysis of target audience	Evaluation advertising effectiveness	Identification and analysis of target audience
13	Which of the following is the last step in the designing of the Advertising campaign?	Develop media plan	Defining advertising objectives	Identification and analysis of target audience	Evaluation advertising effectiveness	Evaluation advertising effectiveness
14	Decide among the following that which of the ad-budgeting method is based upon based largely upon what competition is doing?	Comparative Parity method	Percentage of sales method	Objective and Task Method	Arbitrary allocation method	Comparative Parity method
15	Cost of reaching 1,000 members of target audience with media vehicle(s) or plan is known as which of the following?	Media Reach	Media Frequency	Cost Efficiency (CPM)	Cost effectiveness (CFM)	Cost Efficiency (CPM)
16	Average number of times target is likely to be exposed to the ad in a given time frame is known as which of the following?	Media Reach	Media Frequency	Continuity	Cost effectiveness (CFM)	Media Frequency
17	Percentage of target audience with opportunity for exposure to media vehicle(s) or media plan in a given time frame is known as which of the following?	Media Reach	Media Frequency	Cost Efficiency (CPM)	Impact	Media Reach

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18	Total number of ratings for different media vehicles is best explained as which of the following?	Gross Impressions	Gross Impression point (GIP)	Gross Rating Point (GRP)	Cost per rating point (CPP)	Gross Rating Point (GRP)
19	Apply concept of reach, frequency and Continuity for designing a campaign for year end sale of a luxury automobile brand, select the best plan?	Maximum reach, high frequency and low continuity	small and selective reach, high frequency with short duration continuity	Maximum reach, high frequency and year long continuity	Small reach, low frequency and long continuity	small and selective reach, high frequency with short duration continuity
20	Cost of buying one rating point in a given media vehicle or type is known as which of the following?	Gross Impressions	Gross Impression point (GIP)	Gross Rating Point (GRP)	Cost per rating point (CPP)	Gross Impression point (GIP)