	GARWARE INS	TITUTE	OF CAREER EDUCATION	I & DEV	ELOPMENT	
	VIDYANA	GRI, KA	LINA, SANTACRUZ (EAS	ST) MUI	MBAI	
		Ex	cam Questions Paper			
-	ct Name : PGDAM Name : PGDAM ENTRANCE EXA	M 14 JULY	⁷ 2023		Paper Set : Exam Date Duration Max Marks :	: 14/07/2023 : 01:20Hour
Q 1.	Advertisement is a sub-elem	nent of				2.00 Marks(Easy)
	A) PricingD) Advertising	B)	Promotion	C)	Product	
Q 2.	Brand switching is one of th	ne object	ives of			2.00 Marks(Easy
	A) ManagementD) Publicity	B)	Marketing	C)	Advertising	
Q 3.	Do you believe that advertis	sing can	bring about socio-economi	ic chang	je?	2.00 Marks(Easy
	A) Certainly	B)	Only if media have their and audience are willing to buy the content	-	-	y or society is
	D) Certainly not					
Q 4.	In which state in India, the	Article 3	70 is reboked?			2.00 Marks(Easy
	A) PunjabD) Jammu & Kashmir	B)	Haryana	C)	Uttar Pradesh	
Q 5.	Public Service Advertising	(PSA) is	also known as			2.00 Marks(Easy
	A) Development AdvertisinD) None	ng B)	Social Service Advertisin	ng C)	Both 1 & 2	

Q 6.	Swatch Bharat Compaign is wh	ich type of advertising?		2.00 Marks(Easy)
	A) Political	B) Institutional	C) Probono	
	D) Trade			
Q 7.	The best advertisement is			2.00 Marks(Easy)
	A) 3d print	B) television advertisement	C) word of mouth	
	D) A satisfying customenr			
Q 8.	The client of an advertising age	ency is called		2.00 Marks(Easy)
	A) Customer	B) Major	C) Corporate	
	D) Account			
Q 9.	The fastest growing medium of		2.00 Marks(Easy)	
	A) TV	B) Mobile	C) Internet	
	D) Outdoor			
Q 10	the Kapil Shharma Show come	s on which channel		2.00 Marks(Easy)
	A) Colours	B) Sony TV	C) Star Plus	
	D) ETV			
Q 11	the objective of media and adve	ertising is to change people's perce	ption	2.00 Marks(Easy)
	A) yes	B) no	C) Cant's say	
	D) depends on individual			

	A)	-	Firms buy products from the ^C) nemarket and supply products to the same market	Cost discounting is the key issue
	D)	Price reduction is suitable		
Q 13	W	hat does Media planning Calculat	e?	2.00 Marks(Easy)
	A)	Cost and profit B)	Money & time C)	Time & Client's resources
	D)	Time and space		
Q 14	W	hat is advertising?		2.00 Marks(Easy)
	A)	Paid form of non-personal B) presentation and promotion of ideas, goods or services by an identified sponsor	Paid form of non-personal ^C) presentation and promotion of ideas, goods or services by an identified sponsor	Any advertisement which comes a TV is advertisement
	D)	Whatever we like, is an advertisement		
Q 15	W	hat is Surrogate advertising?		2.00 Marks(Easy)
	A)	Advertising directly B)	Advertising Indirectly C)	Both
	D)	None		
Q 16	W	hat is TAM in advertising		2.00 Marks(Easy)
	A)	-	total demand for a product or ^C) service that is calculated in annu revenue.	total demand for a product or serv athat is calculated on companies balance sheet

D) Cant say

Q 17	What is the name of advertising	agency for Cadbury	2.00 Marks(Easy)
	A) JWT Hindustan Thompson Associates	B) Oglivy & Mather	C) Mc Cann Erickson
	D) Trikaya Grey		
Q 18	What refers to incremental bran	d	2.00 Marks(Easy)
	A) Brand image	B) Brand loyalty	C) Brand Equity
	D) Brand personality		
Q 19	Which celebrity endorse the bra	nd of Mama Earh?	2.00 Marks(Easy)
	A) Kajol	B) Aishwarya Rai	C) Shilpa Shetty
	D) Anushka Sharma		
Q 20	Which company was the title sp	onsor for IPL 2023	2.00 Marks(Easy)
	A) Reliance	B) Tata	C) Adani
	D) Kirloskar		
Q 21	Which is not the function of adv	vertising	2.00 Marks(Easy)
	A) information	B) brand image building	C) pursuasion
	D) pricing		
Q 22	Which one of the following is n	ot a media vehicle?	2.00 Marks(Easy)
	A) Leaflet	B) TV	C) Conference Hall
	D) Internet		
Q 23	Which one of the following is n	2.00 Marks(Easy)	
	A) Reach	B) Depth	C) Frequency
	D) Footprint		

Q 24	24 Who is responsible for the overall output, viz production, quality, manufacturing, 2.00 Mar etc. of an advertisement?					
	A) Copywriter	B) Artist	C) Cameraman			
	D) Creative Director					
Q 25	Who is the governor of Maharsh	ntra?		2.00 Marks(Easy)		
	A) Shri Koshiyari	B) Shri Ramesh Bias	C) Shri Narendra M	lodi		
	D) Shri Eknath Shinde					

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		E	kam Questions Paper			
-	ct Name : PGDAM Name : PGDAM ENTRANCE EXAM 24	JUNI	E 2023		Paper Set : 1 Exam Date Duration Max Marks :	: 24/06/2023 : 01:20Hour 50.00
Q 1.	is the number medium. A) Target D) None the above	r of B)	people or households who are Market	-	oosed to a Audience	2.00 Marks(Easy)
Q 2.	allows the prospect of going through a retailer or other A) Instant advertising D) Direct advertising	mic	espond directly to the advertise Idlemen. Indirect advertising		ther than Mixed response a	2.00 Marks(Easy) dvertising
Q 3.	is an elaborate bo	okle	t, usually bound with a specia	1 cov	ver.	2.00 Marks(Easy)
	A) Pamphlet.D. HoardingD) Leaflet	B)	Brochure	C)	E-Book	
Q 4.	became the fir	st fi	Ill service advertising agency.			2.00 Marks(Easy)
	A) FCB Ulka Advertising LtdD) William Taylor				N.W.Ayer & Son	
Q 5.	Advertising is affected by A) Social D) All the above	B)	forces Economic	C)	Technological	2.00 Marks(Easy)
Print Dat	e Time: 23/03/2024 2:34:11PM		GICEDENTRANCE		Pag	e 1 of 4

Q 6.	An is when a few fir	ms do	minate a market			2.00 Marks(Easy)
	A) Ownership	B)	outfit	C)	airlines	
	D) oligopoly					
Q 7.	ASCI means					2.00 Marks(Easy)
	 A) Advertising Standards Cir of India 	cula®ic	onAudit Standards Council of	Inđia	a Advertising Star India	ndards Council o
	D) Audience Standards Coun India	cil of				
Q 8.	FCC abbreviation					2.00 Marks(Easy)
	A) Federal Communications Commission	B)	Fascism Communal Commi	ssfði	n Face Control Ca	use
	D) Federal Commission Cont	rol				
Q 9.	KL Rahul is a brand ambassa	dors fo	r which brand?			2.00 Marks(Easy)
	A) BoAt Speakers	B)	Realme	C)	Nike	
	D) Vivo					
Q 10	Mass marketing is otherwise l	known	as			2.00 Marks(Easy)
	A) Differentiated Marketing	B)	Undifferentiated marketing	C)	Customised Ma	rketing
	D) Concentrated Marketing					
Q 11	Sponsorship belongs to the pr	omotio	onal tool to			2.00 Marks(Easy)
	A) Marketing management	B)	Marketing	C)	Business marke	ting
	D) Advertising					
Q 12	The is the	founda	ation of any advertising or ma	urket	ing campaign	2.00 Marks(Easy)
	A) Target segmentation	B)	Media planning	C)	Creative brief	
	¹ Target segmentation		1 0			

Q 13	The Britannia company was a	equired by		2.00 Marks(Easy)		
	A) Wadia Group	B) Nestle	C) Parle			
	D) Balaji					
Q 14	The first Bollywood film to go	plastic-free is		2.00 Marks(Easy)		
	A) Coolie no. 1	B) War	C) Dream Girl			
	D) Mission Mangal					
Q 15	The first major newspaper in 1	ndia The Bengal Gazette was start	ed in	2.00 Marks(Easy)		
	A) 1780	в) 1957	C) 2001			
	D) 1980					
Q 16	This is a hierarchy of effects of works:	r sequential model used to explain	how advertising	2.00 Marks(Easy)		
	A) AIDA	B) PESTLE	C) SWOT			
	D) ADD					
Q 17	what is advertising?			2.00 Marks(Easy)		
	A) Publicity	B) Paid Information	C) Sales Promotio	n		
	D) All the above					
Q 18	What is the name of the cricke Women's Premier League cric	2.00 Marks(Easy)				
	A) Mumbai Indians	B) Chennai Super Kings	C) Royal Challeng	ers Bangalore		
	D) Delhi Capitals					
Q 19	Where did PM Modi inaugurate the diamond jubilee Celebrations of the Central Bureau of investigation (CBI) on 3 April 2023?					
	A) Mumbai	B) New Delhi	C) Kolkata			
	D) None of the above					

Q 20	Which football club clinched th	le I-I	League title in 2022?			2.00 Marks(Easy)
	A) Round glass Punjab	B)	Rajasthan FC	C)	Gokulam Kerala	FC
	D) Mohammedan Sporting					
Q 21	which of the following Nationa varities of ferns planted in it?	l Pai	ks has got a fernarium in Apr	il 20	23 with 52	2.00 Marks(Easy)
	A) Bandhavagarh National Par	kВ)	Kaziranga National Park	C)	Eravikulam Nati	onal Park
	D) None of the above					
Q 22	Which of the following song ha	ıs wo	on the 'Best Original Song' aw	ard a	at Oscar 2023?	2.00 Marks(Easy)
	A) Naccho Naccho	B)	Neendran Ni Aandiyaan	C)	Yara Teri Meri Y	aari
	D) Naatu Naatu					
Q 23	Which social network is consid	ered	the most popular for social m	edia	marketing?	2.00 Marks(Easy)
	A) Instagram	B)	Whatsapp	C)	Twitter	
	D) Facebook		11			
Q 24	Who is brand ambassadors of P	uma	India?			2.00 Marks(Easy)
Q ZT	A) Katrina Kaif	B)	Anushka Sharma	C)	Virat Kholi	
	D) Ritika Sajdeh	_)	Anushka Sharma	•)	V hat Khoh	
	27 Ritika Sajueli					
Q 25	Who is CEO of google now?					2.00 Marks(Easy)
	A) Larry Page	B)	Sunder Pichai	C)	Tim Cook	
	D) Sunder Pichai					

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		Exam Questions Paper		
_	t Name : PGDAM Name : PGDAM ENTRANCE EXAM	MAY 2023	Paper Set : 1 Exam Date Duration Max Marks :	: 17/05/2023 : 01:10Hour 50.00
Q 1.	Sponsorship belongs to the pro-	omotional tool to		2.00 Marks(Easy)
	A) Business marketingD) Advertising	B) Marketing	C) Marketing manag	gement
Q 2.	Which media has the highest	value of reach in the Indian co	ntext?	2.00 Marks(Easy)
	A) TV	B) Newspaper	C) Radio	
	D) Magazines			
Q 3.	is a combination of sell a product.	marketing functions, includin	g advertising, used to	2.00 Marks(Easy)
	A) Sales promotion	B) Marketing mix	C) Public relations	
	D) New advertising			
Q 4.	is an elaborate b	booklet, usually bound with a s	special cover.	2.00 Marks(Easy)
	A) Leaflet	B) Brochure	C) Pamphlet	
	D) Hoarding			
Q 5.	is about bringi market, and reminding them o product/service.	ng your product/service to the or persuading customers to pure		2.00 Marks(Easy)
	A) Production	B) Promotion	C) Budget	
	D) Image			

Q 6.	is commercially significant news regarding a product/service, which appears in the commercial media at no cost to the business. It is not considered to be advertising					
	A) Publicity	B)	Public relations	C)	Advertising tools	
	D) Promotion					
Q 7.	A newspaper is cost but	_va	lid media			2.00 Marks(Easy)
	A) High Frequently	B)	Current, never	C)	Low, Presently	
	D) Log, Highly					
Q 8.	Advertising by a local merchant	t wh	o sells directly to the custome	r is _		2.00 Marks(Easy)
	A) end product advertising	B)	national advertising	C)	retail advertising	
	D) direct response advertising					
Q 9.	Any device or word that identified etc is known as	ies t	he origin of the product,the m	anuf	acturer details	2.00 Marks(Easy)
	A) trade name	B)	brand name	C)	trademark	
	D) identity					
Q 10	Dividing the market based on a	ge, i	ncome, educational qualificati	on,i	s known as	2.00 Marks(Easy)
	A) profile	B)	census	C)	target audience	
	D) demography					
Q 11	Expand P-O-P.					2.00 Marks(Easy)
	A) Price of purchase	B)	Place of purchase	C)	Point of Purchase	;
	D) Product of purchase					
Q 12	Mass marketing is otherwise kn	lowr	ı as			2.00 Marks(Easy)
	A) Undifferentiated marketing	B)	Differentiated Marketing	C)	concentrated mar	keting
	D) customised marketing					

Q 13	Media planning is the process o	f de	ermining how to use.			2.00 Marks(Easy)
	A) Cost and profit	B)	Time and space	C)	Money & time	
	D) Time & Client's resources					
Q 14	Select an appropriate definition	of '	Want			2.00 Marks(Easy)
	A) More consumer Needs	B)	Needs to be backed by buy power	ving ^C)	Needs to be dire	ected to the produ
	D) Basic human requirements					
Q 15	Sponsorship belongs to the pror	noti	onal tool to			2.00 Marks(Easy)
	A) Business marketing	B)	Marketing	C)	Marketing mana	agement
	D) Advertising					
Q 16	Television advertising that inclue of	ıde a	telephone numeral for orde	ering i	s an example	2.00 Marks(Easy)
	A) Direct-response advertising	B)	Telemarketing	C)	Straight mail	
	D) Teleconference					
Q 17	The fundamental objective of m right message to the right a		with reference to advertisin right time	ng is to	o deliver the	2.00 Marks(Easy)
	A) Client	B)	Person	C)	Place	
	D) Medium					
Q 18	The key to the success of the ty	pica	advertising plan is that it co	ontrib	utes to	2.00 Marks(Easy)
	A) profitability	B)	flexibility	C)	complexity	
	promability					

Q 19	The segmenting of mass-media audiences into smaller groups because of the diversity of media outlets is		
	A) media segmentation E	³⁾ audience Segmentation ^{C)}	consolidation
	D) credit		
Q 20	The term marketing refers to		2.00 Marks(Easy)
	•	 A new product needs ideas, C) Developments, concepts and improvements. 	Sales Planning, Strategy and Implementation
	D) A philosophy that stresses customer value and satisfaction	1.	
Q 21	What does this statement show "Trade of value between two parties"?2.00 Mar		
	A) Competition E	b) Transaction C)	Exchange
	D) Need		
Q 22	What is a unique selling proposition	2.00 Marks(Easy)	
	 A) A statement that describes the^E unique features and benefits of product or service 	 A tagline used in advertising C) a 	A promotional offer to entice customers
	D) A list of competitors in a particular market		
Q 23	What Is Advertising ?		2.00 Marks(Easy)
	A) publicity E	sales promotion C)	paid information
	D) all the above		
Q 24	What is AIDA?		2.00 Marks(Easy)
	A) Advertisement, Interest, Dema Acquire	hd,Advertisement, Interest, Desire) Attention	Advertisement, Interest, Desire, Attention
	D) Attention, Interest, Desire, Act	ion	

Q 25 Who among the following is responsible to keep updates with media trends, obtain

media costs, discover market trends and understand the motivations of consumers?

B) Media Planner

A) Client Service executive

C) Media Buyer