





Q 12 Under the barter scheme

2.00 Marks(Easy)

- A) Firms can offer products and services to advertising firms if the market and supply products to the latter offer cheap advertising services
- B) Firms buy products from the same market
- C) Cost discounting is the key issue
- D) Price reduction is suitable
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Q 13 What does Media planning Calculate?

2.00 Marks(Easy)

- A) Cost and profit
- B) Money & time
- C) Time & Client's resources
- D) Time and space
- 

Q 14 What is advertising?

2.00 Marks(Easy)

- A) Paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor
- B) Paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor
- C) Any advertisement which comes on TV is advertisement
- D) Whatever we like, is an advertisement
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Q 15 What is Surrogate advertising?

2.00 Marks(Easy)

- A) Advertising directly
- B) Advertising Indirectly
- C) Both
- D) None
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Q 16 What is TAM in advertising

2.00 Marks(Easy)

- A) total demand for a product or service that is calculated in half yearly revenue.
- B) total demand for a product or service that is calculated in annual revenue.
- C) total demand for a product or service that is calculated on companies balance sheet
- D) Cant say
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Q 17 What is the name of advertising agency for Cadbury

2.00 Marks(Easy)

- A) JWT Hindustan Thompson Associates    B) Ogilvy & Mather  
C) Mc Cann Erickson  
D) Trikaya Grey
- 

Q 18 What refers to incremental brand

2.00 Marks(Easy)

- A) Brand image                                    B) Brand loyalty                                    C) Brand Equity  
D) Brand personality
- 

Q 19 Which celebrity endorse the brand of Mama Earth?

2.00 Marks(Easy)

- A) Kajol    B) Aishwarya Rai                                    C) Shilpa Shetty  
D) Anushka Sharma
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Q 20 Which company was the title sponsor for IPL 2023

2.00 Marks(Easy)

- A) Reliance                                        B) Tata    C) Adani  
D) Kirloskar
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Q 21 Which is not the function of advertising

2.00 Marks(Easy)

- A) information                                    B) brand image building                                    C) persuasion  
D) pricing
- 

Q 22 Which one of the following is not a media vehicle?

2.00 Marks(Easy)

- A) Leaflet                                        B) TV    C) Conference Hall  
D) Internet
- 

Q 23 Which one of the following is not a media-related term.

2.00 Marks(Easy)

- A) Reach                                        B) Depth    C) Frequency  
D) Footprint
-

Q 24 Who is responsible for the overall output, viz production, quality, manufacturing, etc. of an advertisement?

2.00 Marks(Easy)

- A) Copywriter                      B) Artist                      C) Cameraman  
D) Creative Director
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Q 25 Who is the governor of Maharashtra?

2.00 Marks(Easy)

- A) Shri Koshiyari                      B) Shri Ramesh Bias                      C) Shri Narendra Modi  
D) Shri Eknath Shinde
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Q 13 The Britannia company was acquired by \_\_\_\_\_ 2.00 Marks(Easy)

- A) Wadia Group                      B) Nestle                      C) Parle  
D) Balaji
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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
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Q 15 The first major newspaper in India The Bengal Gazette was started in \_\_\_\_\_. 2.00 Marks(Easy)

- A) 1780                      B) 1957                      C) 2001  
D) 1980
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Q 16 This is a hierarchy of effects or sequential model used to explain how advertising works: 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 Promotion  
D) All the above
- 

Q 18 What is the name of the cricket team that emerged victorious in the inaugural Women's Premier League cricket tournament? 2.00 Marks(Easy)

- A) Mumbai Indians                      B) Chennai Super Kings                      C) Royal Challengers Bangalore  
D) Delhi Capitals
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Q 19 Where did PM Modi inaugurate the diamond jubilee Celebrations of the Central Bureau of investigation (CBI) on 3 April 2023? 2.00 Marks(Easy)

- A) Mumbai                      B) New Delhi                      C) Kolkata  
D) None of the above
-



Q 20 Which football club clinched the 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 National Parks has got a fernarium in April 2023 with 52 varieties of ferns planted in it ?

2.00 Marks(Easy)

- A) Bandhavagarh National Park    B) Kaziranga National Park    C) Eravikulam National Park  
D) None of the above
- 

Q 22 Which of the following song has won the 'Best Original Song' award at Oscar 2023?

2.00 Marks(Easy)

- A) Naccho Naccho      B) Neendran Ni Aandiyaaan      C) Yara Teri Meri Yaari  
D) Naatu Naatu
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Q 23 Which social network is considered the most popular for social media marketing?

2.00 Marks(Easy)

- A) Instagram      B) Whatsapp      C) Twitter  
D) Facebook
- 

Q 24 Who is brand ambassadors of Puma India?

2.00 Marks(Easy)

- A) Katrina Kaif      B) Anushka Sharma      C) Virat Kohli  
D) Ritika Sajdeh
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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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**GARWARE INSTITUTE OF CAREER EDUCATION & DEVELOPMENT**

**VIDYANAGRI, KALINA, SANTACRUZ (EAST) MUMBAI**

**Exam Questions Paper**

**Subject Name :** PGDAM

**Paper Set :** 1

**Exam Name :** PGDAM ENTRANCE EXAM MAY 2023

**Exam Date :** 17/05/2023

**Duration :** 01:10Hour

**Max Marks :** 50.00

**Q 1.** Sponsorship belongs to the promotional tool to \_\_\_\_\_ . 2.00 Marks(Easy)

- A) Business marketing                      B) Marketing                      C) Marketing management  
D) Advertising

**Q 2.** Which media has the highest value of reach in the Indian context? 2.00 Marks(Easy)

- A) TV    B) Newspaper                      C) Radio  
D) Magazines

**Q 3.** \_\_\_\_\_ is a combination of marketing functions, including advertising, used to sell a product. 2.00 Marks(Easy)

- A) Sales promotion                      B) Marketing mix                      C) Public relations  
D) New advertising

**Q 4.** \_\_\_\_\_ is an elaborate booklet, usually bound with a special cover. 2.00 Marks(Easy)

- A) Leaflet    B) Brochure                      C) Pamphlet  
D) Hoarding

**Q 5.** \_\_\_\_\_ is about bringing your product/service to the notice of your target market, and reminding them or persuading customers to purchase that product/service. 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 2.00 Marks(Easy)

- A) Publicity                      B) Public relations                      C) Advertising tools  
D) Promotion
- 

Q 7. A newspaper is \_\_\_ cost but \_\_\_ valid media 2.00 Marks(Easy)

- A) High Frequently                      B) Current, never                      C) Low, Presently  
D) Log, Highly
- 

Q 8. Advertising by a local merchant who sells directly to the customer is \_\_\_\_\_ 2.00 Marks(Easy)

- A) end product advertising                      B) national advertising                      C) retail advertising  
D) direct response advertising
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Q 9. Any device or word that identifies the origin of the product,the manufacturer details etc is known as 2.00 Marks(Easy)

- A) trade name                      B) brand name                      C) trademark  
D) identity
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Q 10 Dividing the market based on age, income, educational qualification,is known as 2.00 Marks(Easy)

- A) profile                      B) census                      C) target audience  
D) demography
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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 known as 2.00 Marks(Easy)

- A) Undifferentiated marketing                      B) Differentiated Marketing                      C) concentrated marketing  
D) customised marketing
-

Q 13 Media planning is the process of determining 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 buying power  
C) Needs to be directed to the product  
D) Basic human requirements
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Q 15 Sponsorship belongs to the promotional tool to \_\_\_\_\_.

2.00 Marks(Easy)

- A) Business marketing              B) Marketing                      C) Marketing management  
D) Advertising
- 

Q 16 Television advertising that include a telephone numeral for ordering is an example of \_\_\_\_\_.

2.00 Marks(Easy)

- A) Direct-response advertising      B) Telemarketing                      C) Straight mail  
D) Teleconference
- 

Q 17 The fundamental objective of media with reference to advertising is to deliver the right message to the right \_\_\_\_\_ at the right time

2.00 Marks(Easy)

- A) Client                                  B) Person                                  C) Place  
D) Medium
- 

Q 18 The key to the success of the typical advertising plan is that it contributes to \_\_\_\_\_.

2.00 Marks(Easy)

- A) profitability                          B) flexibility                          C) complexity  
D) interoperability
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Q 19 The segmenting of mass-media audiences into smaller groups because of the diversity of media outlets is \_\_\_\_\_ 2.00 Marks(Easy)

A) media segmentation                      B) audience Segmentation                      C) consolidation  
D) credit

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Q 20 The term marketing refers to \_\_\_\_\_ 2.00 Marks(Easy)

A) Advertising, Sales Promotion, Publicity and Public Relational activities                      B) A new product needs ideas, Developments, concepts and improvements.                      C) Sales Planning, Strategy and Implementation  
D) A philosophy that stresses customer value and satisfaction.

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Q 21 What does this statement show “Trade of value between two parties”? 2.00 Marks(Easy)

A) Competition                      B) Transaction                      C) Exchange  
D) Need

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Q 22 What is a unique selling proposition (USP)? 2.00 Marks(Easy)

A) A statement that describes the unique features and benefits of a product or service                      B) A tagline used in advertising                      C) A promotional offer to entice customers  
D) A list of competitors in a particular market

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Q 23 What Is Advertising ? 2.00 Marks(Easy)

A) publicity                      B) sales promotion                      C) paid information  
D) all the above

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Q 24 What is AIDA? 2.00 Marks(Easy)

A) Advertisement, Interest, Demand, Acquire                      B) Advertisement, Interest, Desire, Attention                      C) Advertisement, Interest, Desire, Attention  
D) Attention, Interest, Desire, Action

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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?

2.00 Marks(Easy)

- A) Client Service executive      B) Media Planner      C) Media Buyer  
D) Advertising Agency
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