QUESTIO N	SET	ТҮРЕ	MARKS	QUESTION	СО	PI	Bloom's Level	Accessible For	ANSWER-ONE	ANSWER- ONE- STATUS	ANSWER- TWO	ANSWER- TWO- STATUS	ANSWER- THREE	ANSWER- THREE- STATUS	ANSWER- FOUR
1	A	SINGLE- CORRECT	1	I The ultimate goal of integrated marketing communication is to	CO1		Remember and Understand	My Institute	Increase Brand Awareness	Incorrect	Affect the behaviour of the targeted audience	Incorrect	Learn how to outsell the competition	Incorrect	Lower marketing efforts
2	A	SINGLE- CORRECT	1	Which of the following is NOT a form of media advertising?	CO1		Remember and Understand	My Institute	Television	Incorrect	Radio	Incorrect	Sales Promotion	Correct	Online
3	A	SINGLE- CORRECT	1	Which healthcare organization used the wordings, "hum jaante haiGhar jaise koi jagah ho hi nahi sakti isliye hamari koshish hai ki aapke apne sahi-salaamat aur jald ghar pahuche" (There can be no place like home, so it is our endeavour that you reach home safely and quickly) in their advertising campaign?	C01		Remember and Understand	My Institute	Fortis Healthc are	Incorrect	Apollo Hea lthcare	Incorrect	Max Healthcare	Correct	AIIMS
4	A	SINGLE- CORRECT	1	Which organization defined Integrated Marketing Communication as "a planning process designed to assure that all brand contacts received by a customer or prospect for a product, service, or organization are relevant to that person and consistent over time."	CO1		Remember and Understand	My Institute	American Association of Advertising Agencies	Incorrect	Don Schultz of Northwest ern University of USA	Incorrect	American Marketing Association	Correct	European Marketing Academy
5	A	SINGLE- CORRECT	1	Which of the following is a major reason why marketing communication happens?	CO1		Remember and Understand	My Institute	To motivate employees	Incorrect	To persuade customers and generate recall	Correct	Maintain the balance sheet	Incorrect	To design a product
6	A	SINGLE- CORRECT	1	American Marketing Association defines Marketing as "the activity, set of institutions and process of creating,, delivering and exchanging offerings that have value for customers, clients, partners and society at large."	C01		Remember and Understand	My Institute	Communicatin g	Correct	Controlling	Incorrect	Diversifying	Incorrect	Convergin g
7	A	SINGLE- CORRECT		I What is the key advantage of combining AI and IMC in marketing?	CO1		Remember and Understand	My Institute	Guaranteed success of marketing campaigns	Incorrect	Improved customer engageme nt and ROI	Correct	Reduced marketing expenses	Incorrect	Eliminatio n of the need for marketing profession als
8	A	SINGLE- CORRECT	1	Which of the following is NOT a positioning strategy?	CO1		Remember and Understand	My Institute	Cost Leadership	Incorrect	Product Differentia tion	Incorrect	Market Expansion	Correct	Niche Marketing

9	A	SINGLE- CORRECT	1 What role does synergy play in IMC?	CO1	Remember and Understand	My Institute	It ensures that all marketing channels work together for greater impact.	Correct	It creates conflict within the marketing team.	Incorrect	It focuses on reducing communicat ion efforts.	Incorrect	It encourage s the use of only one marketing channel.
10	A	SINGLE- CORRECT	1 What is the primary function of an advertising agency?	CO1	Remember and Understand	My Institute	Managing Inventory	Incorrect	Creating Ad Campaigns	Correct	Setting Product Price	Incorrect	Conductin g Marketing Research
11	A	SINGLE- CORRECT	1 Which department within an advertising agency is responsible for designing visual elements and layouts of advertisements?	CO2	Apply	My Institute	Creative Department	Correct	Account Managem ent	Incorrect	Media Planning	Incorrect	Research and Analytics
12	A	TWO- CORRECT	1 Which of the following is NOT typically offered by a full-service advertising agency?	CO2	Apply	My Institute	Creative Development	Incorrect	Media Buying and Planning	Incorrect	Public Relation Service	Incorrect	Manufact uring of Product
13	A	SINGLE- CORRECT	1 What is media planning in the context of advertising agencies?	CO2	Apply	My Institute	Selecting the most effective media channels for advertising campaigns	Correct	Creating advertising content	Incorrect	Managing client accounts	Incorrect	Conductin g market research
14	A	SINGLE- CORRECT	1 ABC Company wants to launch a new product. They have decided to use Integrated Marketing Communication (IMC) to promote it. Which of the following best describes the essence of IMC in this context?	CO2	Apply	My Institute	Creating a consistent and unified message across various marketing channels.	Correct	Using only traditional advertising methods for promotion	Incorrect	Promoting the product through a single advertising channel.	Incorrect	Reducing the marketing budget to save costs.
15	A	SINGLE- CORRECT	1 Disney's "The Magic of Possibility" campaign showcased various Disney characters and stories, highlighting the theme of endless possibilities. What is the primary purpose of this BIG IDEA?	CO2	Apply	My Institute	To emphasize the magic and imagination associated with Disney	Correct	To confuse the audience with multiple messages	Incorrect	To reduce advertising expenses	Incorrect	To use a single marketing channel for promotio n

16	A	SINGLE- CORRECT	1 Company X is launching a new eco-friendly product line aimed at environmentally conscious consumers. Which IMC strategy should they adopt to effectively communicate their message?	CO2	Apply	My Institute	Align all marketing channels to convey a cohesive eco- friendly message.	Correct	Focus solely on traditional advertising methods.	Incorrect	Reduce marketing budget to minimize expenses.	Incorrect	Use inconsiste nt messaging to generate curiosity.
17	A	SINGLE- CORRECT	1 An automobile manufacturer wants to promote its latest electric car model using OOH advertising. What is a key advantage of using OOH advertising for this purpose?	CO2	Apply		OOH advertising is cost-effective and budget- friendly.	Incorrect	OOH ads can reach a broad audience, including pedestrian s and drivers.	Correct	OOH can provide detailed information about the car's features.	Incorrect	OOH advertisin g is limited to digital screens and online platforms.
18	A	SINGLE- CORRECT	1 A tech startup is launching a new mobile app and wants to create an effective IMC strategy that includes Instagram. What should be their primary focus on Instagram to promote the app successfully?	CO2	Apply	My Institute	Post sporadic content to create curiosity.	Incorrect	Share user- generated content related to the app.	Correct	Use only text-based posts to convey information.	Incorrect	Avoid interactin g with followers to maintain an exclusive image.
19	A	SINGLE- CORRECT	1 Which company is known for its successful implementation of IMC, where it combines TV advertising, online promotions, and in- store experiences to promote its products seamlessly?	CO2	Apply	My Institute	Apple	Incorrect	Coca Cola	Correct	Starbuck	Incorrect	Nike
20	A	SINGLE- CORRECT	1 A fashion brand is looking to increase its brand awareness among young adults and engage with them on social media. Which Instagram feature would be most effective for achieving this goal?	CO2	Apply	My Institute	Instagram Stories	Correct	Instagram Shopping	Incorrect	Instagram Live	Incorrect	Instagram IGTV

ANSWER-	ANSWER-	ANSWER-	
FOUR-	FIVE	FIVE-	
STATUS		STATUS	
Incorrect	All of	Correct	
meonreet	these are	concer	
	correct		
Incorrect	Magazine	Incorrect	
Incorrect	Narayana	Incorrect	
	Healthcar		
	е		
	-		
Incorrect	None of	Incorrect	
	the above		
Incorrect	All of	Incorrect	
meoneet	these are	meeneer	
	correct		
Incorrect	Clarifying	Incorrect	
Incorrect	Better	Incorrect	
	Reach		
	Neach		
Incorrect	All of	Incorrect	
	these are		
	correct		

Incorrect	Create Differenti ation	Incorrect	
Incorrect	Promote Sales	Incorrect	
Incorrect	All of these are correct	Incorrect	
Correct	Recruiting Sales Force	Correct	
Incorrect	Writing Script	Incorrect	
Incorrect	All of these are correct	Incorrect	
Incorrect	None of the above	Incorrect	

Incorrect	None of the above	Incorrect	
Incorrect	All of these are correct	Incorrect	
Incorrect	All of these are correct	Incorrect	
Incorrect	Amazon	Incorrect	
Incorrect	All of the above	Incorrect	