

SCHOOL OF DISTANCE EDUCATION

BMMC (2011 Admn.)

IV SEMESTER

COMPLEMENTARY COURSE

ADVERTISING

QUESTION BANK

1. Which of the following is not an example of persuasive advertising:
 - a) Persuading customers to receive a sales call
 - b) Encouraging the customer to purchase now
 - c) Building brand preference
 - d) Explaining how the product works
2. A specific coordinated advertising effort on behalf of a particular product or service that extends for a specified period of time
 - a) Campaign
 - b) Trial
 - c) Marketing
 - d) Commercial
3. Advertising that is set in small type and arranged according to categories or interests
 - a) Display ads
 - b) Classified ads
 - c) Testimonial ads
 - d) Banner ads
4. The process of reserving time or time periods with a station or network; checking on available advertising time.
 - a) Free time
 - b) Cross time
 - c) Clear time
 - d) Reserved time
5. The highest possible rate for advertising time or space.
 - a) Gross rate
 - b) Consumer rate
 - c) Ad rate
 - d) Cost
6. Advertising that is under complete control of the advertiser, rather than through some established medium
 - a) Direct advertising
 - b) Brand advertising
 - c) Display ad
 - d) Classified ad
7. The first printed advertisements were single sheets, printed on one side, that today would be called
 - a) Fliers
 - b) Barrages
 - c) Flights
 - d) Brochures
8. A /an _____ reimburses a retailer for extra in-store support or special featuring of a brand.
 - a) Organizational allowance
 - b) Merchandise allowance
 - c) Case allowance
 - d) Finance allowance
9. Sales tools used to support a company's advertising and personal selling directed to wholesalers, retailers, or distributors are called
 - a) Trade-oriented sales promotions
 - b) Consumer promotions
 - c) Manufacturers promotions
 - d) Sales promotions

10. _____ are programs in which a manufacturer pays a percentage of a retailer's local advertising expense for advertising the manufacturer's products.
 - a) Trade promotion programs
 - b) Consumer promotion programs
 - c) Cooperative advertising programs
 - d) Cause-related marketing programs
11. In planning and obtaining publicity, a frequently used tool is the _____, which is an announcement regarding changes in the company or the product line.
 - a) Trade show
 - b) News release
 - c) Infomercial
 - d) Double-page spread
12. The ad advised readers to "try your skill at using our cream cheese to create an exciting new recipe and you may be the winner of a trip for two to Hawaii." This ad was promoting a,
 - a) Premium
 - b) Sweepstakes
 - c) Deal
 - d) Contest
13. Sampling is an appropriate strategy for which type of products?
 - a) Products which are classified as shopping goods
 - b) Products in the decline stage of their product life cycle
 - c) Commodity products like salt, sugar, and baking soda
 - d) products which are in the introductory stage of the product life cycle
14. A/An _____ made up of the company's own advertising staff may provide full services or a limited range of services.
 - a) Intrafirm agency
 - b) In-house agency
 - c) Promotional department
 - d) Full-service agency
15. Which of the following is the definition for purchase frequency?
 - a) The amount of time between trial and first repeat purchase of a given product
 - b) The amount of time it takes each generation to enter the product life cycle
 - c) How often a consumer will try a competitive brand before returning to the original choice
 - d) The more frequently the product is purchased, the less repetition is required
16. Expand ISA :
 - a) International Society of Advertisers
 - b) Indian Society of Advertisers
 - c) International Sort of Advertisers
 - d) Informative and Service Advertisements
17. The most common form of outdoor advertising is
 - a) Stadium advertising
 - b) Advertising on taxis
 - c) Advertising on bus backs
 - d) Billboard advertising
18. The speed with which buyers forget about a brand if advertising is NOT seen is called
 - a) Buyer turnover
 - b) The frequency rate
 - c) The forgetting rate
 - d) Brand awareness rate
19. Billboard advertising is most effective for _____ advertising.
 - a) Pioneering
 - b) Advocacy
 - c) Reminder
 - d) Comparative
20. One reason for NOT using the outdoor advertising is
 - a) Its local market focus
 - b) Its high costs
 - c) Its lack of visibility
 - d) Its inability to communicate short, pithy messages
21. Which of the following statements about the Internet as an advertising medium is true?
 - a) The Internet provides audio and video capabilities
 - b) Ads are black and white.
 - c) Internet ads are similar to print ads in that they offer only a visual message.
 - d) Internet advertising is the most effective form of advertising

22. Which of the following statements about newspapers as an advertising medium is true?
- Newspapers have excellent local reach potential
 - National companies rarely use newspapers except in conjunction with local distributors of their products
 - Color reproduction is not very good
 - All of the above
23. Which of the following statements about magazines as an advertising medium is true?
- Magazines have distinct profiles for well-defined target audiences
 - Some nationally distributed magazines publish regional or metro editions to reduce the cost of ads and wasted coverage
 - Magazine ads can convey complex information
 - All of these
24. One reason for using magazines as an advertising medium is
- Their ability to target specific audiences
 - The short lead time needed to place an ad
 - Their low cost
 - The lack of noise associated with the use of magazines in the communication channel
25. AAAI represents;
- American Agency for Advertisers Information
 - Advertising Agencies Association of India
 - Association of Advertising Agencies in India
 - Indian Association of Advertising Agencies
26. One reason for using radio as an advertising medium is
- Its high cost
 - Its long lead time required for the placement of an ad
 - Its inability to use humour
 - It is segmented
27. Program-length (30-minute) advertisements that take an educational approach to communication with potential customers are called
- Advertorials
 - Infomercials
 - Intrusionaries
 - Advocacy ads
28. _____ are direct response television commercials which generally include a phone number or website
- Infomercials
 - Phone-in programmes
 - Advocacy ads
 - Quick response ads
29. AAAA stands for,
- American Agency for Advertising and Awareness
 - American Association of Advertising Agencies
 - Association of Advertising Agencies in America
 - American Advertising Agencies' Association
30. Action advertising is also termed as,
- Quick response advertising
 - Direct response advertising
 - Advocacy advertising
 - Short term advertising
31. Objective of all advertisements is,
- Objectivity
 - Timeliness
 - Persuasion
 - Infotainment
32. An opportunity to deliver an advertising element to a Website visitor,
- Snippet
 - Banner ads
 - Pop-up ads
 - Ad request

33. Three commonly used trade promotions are
- Coupons, rebates, and discounts
 - Allowances and discounts, cooperative advertising, and training of distributor's sales forces
 - Cooperative advertising, merchandise allowances, and points-of-purchase displays
 - Allowances and discounts, consumer promotions, and merchandise allowances
34. AdSense is,
- An advertising agency
 - Set of regulations and standards in advertising
 - Google's advertising programme to display ads in web pages
 - Awareness programme introduced to give advices about the advertising tendencies to the consumers
35. The possible exposure of the advertising message to one audience member,
- Impression
 - Hit
 - GRP
 - Exposure rate
36. 'Art' in advertisement implies,
- The whole visual presentation
 - The traditional or modern art forms used in an advertisement
 - Graphics and animations used in an advertisement
 - The ambience created to present an idea through an advertisement
37. The consumer's conscious or unconscious decision to repurchase a brand continually,
- Decision making
 - Consumption rate
 - Consumption strategy
 - Brand loyalty
38. INS means;
- International Newspaper Society
 - Indian National Services
 - Indian Newspaper Society
 - Indian Newspaper Services
39. _____ is defined as the number of different people or households exposed to an advertisement.
- Scope
 - Share
 - Reach
 - Span
40. Frequency is defined as the
- Number of different advertisements, sales promotions, or publicity events in a promotional campaign of a marketing program
 - Total number of times an advertisement is broadcast on network and cable television or radio
 - Number of times an advertisement must be shown before a given percentage of the audience can recall key points of information
 - Average number of times a person in the target audience is exposed to an advertisement
41. Advertisements intended to promote sale of the products by appealing directly to the consumers/buyers is called, _____
- Consumer Advertising
 - Consumption Advertising
 - Retail Advertising
 - Trade Advertising
42. The 'hierarchy of human needs' is a valuable guide in the process of Ad. copy formulation. Who devised it?
- Abraham H. Maslow
 - Philip Lesley
 - Paul Lazarsfeld
 - Leon Festinger
43. _____ is defined as the percentage of households in a market that are tuned to a particular television show or radio station.
- Gross rating points
 - Reception rate
 - Target audience reach
 - Rating

44. _____ suggest to the consumer that he or she can avoid some negative experience through the purchase and use of a product or through a change in behavior.
- a) Responsibility appeal
 - b) Fear appeals
 - c) Sex appeals
 - d) Family appeals
45. Gross rating points (GRPs) are
- a) Reach multiplied by frequency
 - b) Reach multiplied by rating
 - c) Rating multiplied by frequency
 - d) Cost divided by reach
46. Three common advertising appeals include
- a) Objectivity, timeliness and frequency
 - b) Fear, sex, and humour
 - c) Guilt, ego and enrichment
 - d) Possessiveness, pride and social status
47. _____ are directed at a specialized and relatively small-sized target audience such as manufactures.
- a) Trade Advertising
 - b) Industrial Advertising
 - c) Consumer Advertising
 - d) Corporate Advertising
48. The first step in the advertising decision process is
- a) Set the budget
 - b) Specify the objectives of the advertising program
 - c) Identify the target audience
 - d) Select the appeal
49. Most advertising messages are made up of two types of elements. They are
- a) Functional and persuasive
 - b) Expository and persuasive
 - c) Informational and persuasive
 - d) Informational and creative
50. An advertising message usually focuses on
- a) The models in the ad.
 - b) Advantages of the product over competing ones
 - c) Availability of the product
 - d) Key benefits of the product that are important to the buyer
51. The primary purpose of a pioneering advertisement is to
- a) Promote a specific brand's features and benefits
 - b) Inform the target market
 - c) Show one brand's strengths relative to those of competitors
 - d) Reinforce previous knowledge of a product
52. Information and persuasive content can be combined in the form of an appeal to
- a) Provide a basic reason for the consumer to act
 - b) Explain guilt and enrichment
 - c) Satisfy hierarchical needs
 - d) Include perceptual modifiers and need enhancers
53. Which of the following is usually NOT an area of responsibility for people who work in an advertising agency?
- a) Research
 - b) Creativity
 - c) Printing
 - d) Buying
54. What is the main objective of informative advertising?
- a) To create selective demand
 - b) To stimulate primary demand
 - c) To keep the brand in consumers' minds during the mature stage of the product life cycle
 - d) None of the above

55. Advertising agencies were first developed for, and still serve, the purpose of
- Increasing the amount of research and decision-making clients need to do
 - Mystifying ad purchasing so that clients do not attempt it on their own
 - Pushing clients to make rapid decisions
 - Simplifying and speeding the purchasing of ads for their clients
56. Brand names and identity advertising are methods that advertisers use to encourage consumers to
- Reach their demographic potential
 - Perceive hidden messages
 - Make distinctions among products that are actually very similar
 - Satisfy subconscious motivations
57. Infomercials often resemble other types of television shows, including
- Talk shows
 - Live, audience-participation shows
 - News shows
 - All of these
58. What two major communication channels do marketers use to convey their product to consumers?
- Word-of-mouth and commercials
 - Personal and non-personal channels
 - Message source and feedback
 - Print media and events
59. DAVP stands for:
- Dictionary of Advertising and Visual Publicity
 - Directorate of Advertising and Visual Publicity
 - Directory of Advertising and Visual Publicity
 - Directory of Advanced and Vital Publicity
60. Awareness, _____, _____, preference, _____ and purchase are the stages consumers move through in terms of buyer-readiness.
- Post-purchase, knowledge, liking
 - Liking, attitude, conviction
 - Knowledge, liking, conviction
 - Knowledge, liking, attitude
61. What is the name of the promotional tool aimed at building good relations with a company and its publics?
- Publicity
 - Public relations
 - Advertising
 - Promotion
62. Which of the following is not an aspect of the promotion mix?
- Strategic positioning
 - Direct marketing
 - Advertising
 - public relations
63. Which type of advertising objective is the most important for mature products? [Hint]
- Informative advertising
 - Comparison advertising
 - Persuasive advertising
 - Reminder advertising
64. _____ consists of short-term incentives to encourage the purchase or sale of a product or service.
- A segmented promotion
 - Sales promotion
 - Advertising
 - A patronage reward
65. Which type of promotional tool is non-public, immediate, customized, and interactive?
- Segmented advertising
 - Direct marketing
 - Brand contacts
 - Public relations
66. _____ define the task that advertising must do with a specific target audience during a specific period of time.
- Advertising strategies
 - Message decisions
 - Advertising campaigns
 - Advertising objectives
67. Developing an effective message strategy begins with identifying _____ that can be used as advertising appeals.
- advertising specialties
 - emotions
 - customer benefits
 - sales promotions

68. The most important element of “marketing mix” is
- a) The product
 - b) The price of the product
 - c) The advertising support
 - d) A sound distribution network
69. Which one of the following is a good example of direct advertising?
- a) Display cards
 - b) Display panels on vehicles
 - c) Window display
 - d) A brochure
70. Which one of the following is not a constituent of ‘internal public’ of any organization?
- a) Management cadre of the organization
 - b) Workers’ representatives of the organization
 - c) Secretarial/clerical personnel of the organization
 - d) Consumers and consumer groups
71. _____ is direct communications with carefully targeted individual consumers to obtain an immediate response.
- a) Personal selling
 - b) Public relations
 - c) Direct marketing
 - d) Sales promotion
72. What is USP?
- a) A quality/ feature that is unique to a given brand/product which competitors cannot/do not offer
 - b) A quality/ feature that is not unique to a given brand/product which being advertise
 - c) A quality/ feature of a product/ brand similar to that of the competitor’s product/ brand
 - d) A product that can sell well
73. Corporate advertising concentrates on:
- a) Recruitment
 - b) Organisational personality
 - c) Brand personality
 - d) Product personality
74. The first thing a reader notices in a printed advertising is the:
- a) Headline
 - b) Illustration
 - c) Copy
 - d) Format
75. An *account* in advertising parlance:
- a) The budget earmarked for a campaign
 - b) A client
 - c) Giving an account of Ad campaign strategy
 - d) A report of the account executive to the creative team
76. U. S. P.(Unique Selling Proposition) means:
- a) A product that can sell
 - b) A feature similar to that of the competitor’s product/brand
 - c) A feature present only in one product/brand
 - d) A feature that can not be altered
77. Promotional material located in and around retail outlets is known as
- a) Retail Advertising
 - b) Direct Advertising
 - c) POP advertising
 - d) Personal Advertising
78. Most of the advertising of the Central Government in India is handled by
- a) PIB
 - b) HMC
 - c) Private agencies
 - d) DAVP
79. The ‘heart and soul’ of an Ad. Agency is
- a) Media department
 - b) Account department
 - c) Creative service department
 - d) Finance department
80. “Advertising is any paid form of non-personal presentation and promotion of idea, goods or services by identified sponsors.” Whose definition is this?
- a) Michael Schudson
 - b) Russed Colley
 - c) George Powell
 - d) American Marketing Association

81. Advertising that is usually restricted in size and format and arranged in a group based on the nature of product or service advertised is generally referred to as
- a) Display advertising
 - b) Corporate advertising
 - c) Classified advertising
 - d) Corporative advertising
82. Which among them is not a function of advertising;
- a) Eliminate seasonal fluctuations
 - b) Creates confidence in quality
 - c) Balancing consumers' budget
 - d) Increase in per-capita use
83. The manufacturer, government body or organization which wishes to have advertisements crated and placed:
- a) Internal publics
 - b) Advertiser
 - c) Consumer
 - d) Accounts
84. The term used to describe the unique added values and appeal of the brand in relation to other brands in the same market is,
- a) Brand positioning
 - b) Brand filling
 - c) Coverage
 - d) Brand value
85. Writing text for advertisements is called:
- a) Ad writing
 - b) Art Production
 - c) Illustration
 - d) Copy writing
86. _____ is the advertisement, facing editorial pages in magazines and newspapers
- a) Facing matter
 - b) Advertorial
 - c) Op-Ed Ads
 - d) Edit page ads
87. Single colour used in an advertisement is called, _____
- a) Mono colour
 - b) Single Print
 - c) Spot Colour
 - d) Mono Media
88. The research which enables an ad agency to better understand how consumers use a product or service is, _____
- a) Evaluative Research
 - b) Strategic research
 - c) Target Research
 - d) Consumer Research
89. TGR means,
- a) Tele Group Rating
 - b) Television Gain Rating
 - c) Target Group Rating
 - d) Television Gross Rating
90. Who coined the term USP?
- a) Mashall McLuhan
 - b) Rosser Reeves
 - c) Michael Schudson
 - d) Russed Colley
91. The total number of a target group from which researchers take samples is called,
- a) Stratified group
 - b) Universe
 - c) Public
 - d) Internal Public
92. In ad world electrical goods, often kitchen equipment such as washing machines, fridges, cookers are termed as,
- a) White Goods
 - b) Electronic Goods
 - c) Equipments
 - d) Power goods
93. _____ research is used after the advertising has run and seeks to determine how well consumers remember the advertising message and how persuasive it was.
- a) Market
 - b) Strategic
 - c) Consumer
 - d) Evaluative

94. Which among them is not a function of advertising;
- a) Increase sales
 - b) Increase in per-capita use
 - c) Increase the annual income of the consumer
 - d) Eliminate seasonal fluctuations
95. Advertising is considered to be an art; as well as a science. The statement is, ____
- a) True
 - b) False
 - c) Former is true, but latter is false
 - d) Former is false, but latter is true
96. Image advertising is a/an,
- a) Advertising strategy
 - b) Advertising standard
 - c) Advertising firm
 - d) A type of advertisement
97. Price, _____, _____ and Physical distribution are the four main elements in marketing.
- a) Product, Sales
 - b) Sales, Advertising
 - c) Product, Promotion
 - d) Promotion, Purchasing
98. The advertising messages are _____ and _____
- a) Precise and witty
 - b) Responsive and Informative
 - c) Persuasive and Productive
 - d) Persuasive and Informative
99. The process in which one idea is allowed to stimulate another without reaching a decision about whether any of the ideas are valid :
- a) Creative process
 - b) Brainstorming
 - c) Dilemma
 - d) Ambiguous idea
100. Marketing techniques that use social networks and other technologies to produce increases in brand awareness or to achieve other marketing objectives through self-replicating processes is called,
- a) Virus Advertising
 - b) Viral Advertising
 - c) Vital Advertising
 - d) Virtual Advertising
101. Identify the theory not considered as theories of advertising;
- a) Stimulus Response Theory
 - b) The Starch Model
 - c) DAGMAR Model
 - d) Cultivation Theory
102. Advertisers seek to give a product a personality that is unique, appealing and appropriate. The personality given is known as,
- a) Brand Loyalty
 - b) Unique Image
 - c) Selling Property
 - d) Brand Image
103. Advertisements try to discourage young people from using drugs or tobacco or encourage people to adopt safer, healthier lifestyles, are examples of _____ Ads
- a) Institutional Ads
 - b) Informational Ads
 - c) Consumer Ads
 - d) Impressive Ads
104. Advertisements from organizations, sending message intended to influence a targeted audience is called, _____
- a) Image Advertising
 - b) Product oriented advertising
 - c) Advocacy advertising
 - d) Agenda setting ads

105. Why is 'fear' or 'rational appeal' type advertising used frequently for charities and non-profit organisations?
- a) Attracts attention
 - b) Designed to educate
 - c) Designed to shock
 - d) All of the above
106. Digital convergence enabled to use GPS in advertising schemes; what is GPS?
- a) Global Positioning System
 - b) Geographic Positioning System
 - c) Geographic Projection System
 - d) General Production System
107. ASCI stands for:
- a) Advertising Standards Council of India
 - b) Indian Council for Advertising Standards
 - c) American Standards Council for Institutions
 - d) Association of Standards Council in India
108. Advertising has its shortcomings illustrated by which of the following?
- a) Advertising cannot be as persuasive as a company sales person
 - b) Advertising is impersonal
 - c) Advertising can be extremely expensive when using a multimedia approach
 - d) Advertising can only conduct a one-way communication with the audience
109. The avoidance of the use of 'bait and switch' tactics that encourage consumers to change to another brand is a result of:
- a) Regulatory rules
 - b) Legal intervention
 - c) Response to the increasing demand for more socially responsible marketing communication
 - d) All of the above
110. Personal selling is commonly used for which of the following purposes?
- a) Building up buyer's preferences
 - b) Pressurising the customer into making a decision
 - c) Developing customer convictions and feelings about a product and company
 - d) All of the above
111. _____ refers to the images in advertising that depict stereotypical gender roles and displays
- a) Male female ratio
 - b) Gender Ads
 - c) Gender Images
 - d) Stereotypes
112. What are the major advantages of an effective integrated advertising campaign?
- a) Impact
 - b) Precision of message
 - c) Cultivation of customer relationships
 - d) All of the above
113. Rational appeals are those that use factual presentations to appeal to which part of the audience's attitudes?
- a) Affective attitudes
 - b) Cognitive attitudes
 - c) Cultural attitude
 - d) All of the above
114. _____ is a relatively new form of advertising medium that blurs conventional distinctions between what constitutes advertising and what constitutes entertainment.
- a) Infotainment
 - b) Branded content
 - c) Brand distinction
 - d) Content selection

115. The job to make observations and predictions in changes of new or existing cultural trends for advertisements is,
- a) Cultural Research
 - b) Trend setting
 - c) Culture hunting
 - d) Cool hunting
116. Copy testing is a specialized field of marketing research that determines an ad's effectiveness among consumers. It is also known as,
- a) Post-testing
 - b) Copy tasting
 - c) Pre-testing
 - d) Primary testing
117. Which of the following is not an advantage of the use of outdoor media forms?
- a) Flexibility
 - b) No audience selectivity
 - c) High repeat exposure
 - d) Good positional selectivity
118. Expand AMA:
- a) Advertising Management Association
 - b) American Marketing Association
 - c) Advertising and Marketing Association
 - d) American Marketing Agency
119. The form of advertising in which the purchaser pays only when there are measurable results, is;
- a) Performance-based advertising
 - b) Reality marketing
 - c) Consumer side advertising
 - d) Quick response ads
120. The word 'advertising' is originated from;
- a) Latin
 - b) French
 - c) German
 - d) Greek
121. Skilled craftsman placed their individual marks on goods vessels, pottery, leather goods etc, is called_____
- a) Image
 - b) Trade Mark
 - c) Sign
 - d) Icon
122. _____are established to influence government policy, corporate policy or public opinion.
- a) Marketing Group
 - b) Persuasive Group
 - c) Lobby Group
 - d) Agenda setting Group
123. AIDA stands for:
- a) Attention, Interest, Desire and Action
 - b) Approach, Intelligence, Demand and Assurance
 - c) Attitude, Interest, Decision and Action
 - d) Assurance, Interest, Desire and Action
124. _____is a form of contextual advertising where specific keywords within the text of a web-page are matched with advertising and/or related information units.
- a) Matching ad
 - b) In-text ad
 - c) Match key ad
 - d) Key text ad
125. _____is the measure of the degree of brain activity that can be used to asses a person's reactions to an ad.
- a) Response activity
 - b) Reaction activity
 - c) Consumer assessment
 - d) Alpha Activity

126. _____ is a specialized field of marketing research that determines an ad's effectiveness based on consumer responses, feedback, and behavior
- a) Copy tasting
 - b) Copy testing
 - c) Feedback analysis
 - d) Response Analysis
127. A copywriter is a person who,
- a) Writing text for an ad
 - b) Copying text from other ads
 - c) Editing the raw text
 - d) Making an ad meaningful
128. _____ is a demographic description of the people or house-holds that are prospects for a product or service.
- a) Consumer data
 - b) Consumer profile
 - c) Sampling Process
 - d) Consumer Impression
129. *Cool hunters* are the marketing professionals who make observations and predictions in changes of,
- a) The market
 - b) The Consumers
 - c) Advertising trends
 - d) New or existing cultural trends
130. _____ is an advertising strategy in which low-cost unconventional means are utilized to convey or promote a product or an idea.
- a) Guerrilla Marketing
 - b) Alternate Marketing
 - c) Bandwagon
 - d) Heartstrings
131. Mobile marketing means;
- a) Marketing on or with a mobile device
 - b) Using any mobile medium as a means of marketing communication
 - c) Marketing activity conducted through a ubiquitous network
 - d) All of the above
132. Unwanted e-mail advertisings are categorized as,
- a) Viruses
 - b) Malwares
 - c) Spams
 - d) Threats
133. An online banner ad that looks like a dialog box with buttons. It simulates an error message or an alert.
- a) Trick banner Ad
 - b) Spam Ad
 - c) Banner Ad
 - d) Persuasive Ad
134. _____ is a specific coordinated advertising effort on behalf of a particular product or service that extends for a specified period of time.
- a) Marketing
 - b) Campaign
 - c) Public Relation
 - d) Product placement
135. Advertising offers a reason to buy, sales promotion offers a/an _____ to buy.
- a) Inclination
 - b) Motive
 - c) Competitive advantage
 - d) Incentive
136. _____ or out of home advertising is a broad category including many creative and unexpected forms to grab
- a) Billboard advertising
 - b) TV advertising
 - c) Place advertising
 - d) Point of purchase advertising

137. A new window which opens in front of the current one, displaying an advertisement is a,
a) Pop-up ad c) Floating ad
b) Tricky banner ad d) Expanding ad
138. All of the following are factors that affect budget decisions except:
a) Market share c) Product pricing
b) Stage in product life cycle d) Competition
139. POP advertising include ads on the following except:
a) Shopping carts c) Magazines
b) Shelves d) Cart straps
140. Which is the following statement is false?
a) In choosing media, the advertiser faces both a macro-scheduling and micro-scheduling problem
b) Pulsing calls for advertising for a period, followed by a period with no advertising, followed by a second period of advertising activity
c) Continuity means exposures appear evenly throughout a given period
d) Buyer turnover expresses the rate at which new buyers enter the market
141. A promotional strategy that encourages the various intermediaries along the channel to stock and sell the product is called what type of strategy?
a) 'Pull' strategy c) 'Shove' strategy
b) Intermediary strategy d) 'Push' strategy
142. The selection of appropriate media is based upon which of the following factors?
a) Nature of the product c) Cost
b) Media habits of target consumers d) All of the above
143. The term marketing refers to:
a) New product concepts and improvements
b) Advertising and promotion activities
c) A philosophy that stresses customer value and satisfaction
d) Planning sales campaigns
144. A marketing philosophy summarized by the phrase "a good product will sell itself" is characteristic of the _____ period.
a) Production c) Marketing
b) Sales d) Relationship
145. An organisation with a _____ orientation assumes that customers will resist purchasing products not deemed essential. The job of marketers is to overcome this resistance through personal selling and advertising
a) Production c) Relationship
b) Marketing d) Sales
146. In the relationship marketing firms focus on _____ relationships with _____.
a) Short term; customers and suppliers
b) Long term; customers and suppliers
c) Short term; customers
d) Long term; customers
147. Political campaigns are generally examples of:
a) Cause marketing c) Event marketing
b) Organization marketing d) Person marketing
148. An online ad which moves across the user's screen or floats above the content is,
a) Pop-up Ad c) Expanding Ad
b) Banner Ad d) Floating ad

149. Which of the following is NOT an element of the marketing mix?
- a) Distribution
 - b) Product
 - c) Target market
 - d) Pricing
150. The term "marketing mix" describes:
- a) A composite analysis of all environmental factors inside and outside the firm
 - b) A series of business decisions that aid in selling a product
 - c) The relationship between a firm's marketing strengths and its business weaknesses
 - d) A blending of four strategic elements to satisfy specific target markets
151. Newsletters, catalogues, and invitations to organisation-sponsored events are most closely associated with the marketing mix activity of:
- a) Pricing
 - b) Distribution
 - c) Product development
 - d) Promotion
152. Which of the following is NOT an internal factor that influences the consumer product acquisition process include
- a) Learning
 - b) Family
 - c) Self-concept
 - d) Perceptions
153. According to Maslows Hierarchy of Needs theory, the need for fulfilment, for realizing one's own potential, and for fully using one's talents and capabilities are examples of _____ needs.
- a) Self-actualization
 - b) Physiological
 - c) Social
 - d) Esteem
154. Providing free samples of perfumes (scent) in magazines is an example of which of the following?
- a) Classical conditioning
 - b) Operant conditioning
 - c) Social learning
 - d) Behavioural learning
155. In SWOT analysis, situations where organizations are able to convert weaknesses into strengths and threats into opportunities, these are called:
- a) Strategic windows
 - b) Strategic leverage
 - c) Conversion strategies
 - d) Vulnerability
156. _____ is an Internet advertisement that consists of a video played like a TV commercial, usually in a pop-up or pop-under advertisement.
- a) Video ad
 - b) Unicast ad
 - c) Pop-Up Ad
 - d) Superstitial ad
157. Market expansion is usually achieved by:
- a) More effective use of distribution
 - b) More effective use of advertising
 - c) By cutting prices
 - d) All of the above are suitable tactics
158. SWOT is an acronym for
- a) Strategy, Working, Opinion, Tactical
 - b) Strengths, Weaknesses, Opportunities, Threats
 - c) Strategy, Work, Openness, Toughness
 - d) Strategy, Weakness, Opinions, Tactics
159. Define *Audience turnover*:
- a) The income received from consumers
 - b) Annual turnover of an ad agency
 - c) Broadcast audience that changes over time
 - d) Feedback/responses from audience to an ad

160. _____ are generic terms describing the most common forms of online advertising, the 468x60 image or rich media ad displayed at the top of many commercial web sites.
- a) Banner Ads
 - b) Floating Ads
 - c) Pop-ups
 - d) Flash ads
161. An outdoor advertising poster is also called;
- a) Sign board
 - b) Bill board
 - c) Ad board
 - d) Scan board
162. Printing to the edge of the page, with no margin or border:
- a) Drop
 - b) Over Printing
 - c) Edged printing
 - d) Bleed
163. What defines PPC (in online arena)?
- a) Pay Per Count
 - b) Per Print Cost
 - c) Pay Per Click
 - d) Play Per Click
164. An online advertising strategy, which analyse a web page and displaying ads according to the meaning of the content of that site is called;
- a) Semantic Ads
 - b) Syntactical Ads
 - c) Strategic Ads
 - d) Semiotic Ads
165. The number or percentage of individuals or households that are exposed to a medium or to an advertising campaign is termed as;
- a) Ad rate
 - b) Coverage
 - c) Exposure
 - d) Bleed
166. What is called as overrun?
- a) The ad people working over time to complete an ad on time
 - b) The negative response of the audience when an ad exposed to them
 - c) Additional copies of an advertisement beyond the number actually ordered or needed
 - d) Trail run of an ad before it is published or broadcasted
167. In advertising jargon 'premium' means;
- a) The amount given to an ad agency by an advertiser
 - b) An item that is offered to help promote a product
 - c) The interval of publishing or broadcasting an ad item among consumers
 - d) A tax amount given to government by an advertiser
168. The individuals in the print media audience who purchase or subscribe to the publication are called;
- a) Primary audience
 - b) Direct consumers
 - c) Local audience
 - d) Visible Audience
169. What is self-mailer?
- a) An e-mail scheduled to sent automatically
 - b) An item mailing without necessary postage stamp
 - c) Automatically generated e-mails which sent directly to a group
 - d) Direct-mail item that is mailed without an envelope
170. 'Sixty' is an advertising jargon, which means;
- a) A broadcast commercial runs in one minute
 - b) Time slot for advertisements within a broadcast programme
 - c) Maximum time allotted for a broadcast commercial
 - d) An informational advertisement programme fro 60 secs

171. Who heads the ad team?
- a) Creative director
 - b) Market researcher
 - c) Copywriter
 - d) Film director
172. _____ is the time used for the commercial announcement or the announcement itself
- a) Spot
 - b) Schedule
 - c) Sixty
 - d) Sweep
173. In financial terms Return on Investment(ROI) is the calculation used to determine,
- a) The increase in profit on an advertised product
 - b) The profit received for a particular product in share market
 - c) The relative efficacy of an ad campaign
 - d) The return of revenue after an ad campaign
174. An individual outlet of an advertising medium, such as a certain magazine or a specific broadcast station or program is called,
- a) Ad vehicle
 - b) Ad spot
 - c) Ad slot
 - d) Ad outlet
175. 'Waste circulation' means;
- a) The readers of a publication who are not prospects for the product or service being advertised
 - b) The newspapers printed more than the subscribers need to increase readership
 - c) Circulation details of a publication having no authenticity
 - d) The ratio of circulation of a newspaper with its total readership
176. The consistent preference and /or purchase of one brand in specific product is called:
- a) Brand Consistency
 - b) Brand Loyalty
 - c) Brand Coverage
 - d) Objectivity
177. Who is a media planner ?
- a) One who selects the clients
 - b) One who selects the advertising media
 - c) One who selects the ad agency
 - d) One who selects the research team
178. When a company publishes their own publication, it is called as;
- a) House Organ
 - b) Company Zine
 - c) E-zine
 - d) Brochures
179. A broadcast station's record of its programming is known as;
- a) Record
 - b) Log
 - c) Beat
 - d) Register
180. Define jargon;
- a) The deadline given to ad item to publish or broadcast
 - b) Special words and expressions related to social groups, professions, events etc
 - c) The reference library of a media organization
 - d) Special advertising terms
181. Which among the options is an attitude change theory that postulates, consumers act to relieve the discomfort that occurs as a result of conflict in believes?
- a) Cultivation Theory
 - b) Magic Bullet Theory
 - c) Cognitive Dissonance Theory
 - d) Diffusion of Innovations Theory

182. In an ad campaign, the researchers evaluate the promotion effort while it is running in the market place. This process is called;
- a) Concept testing
 - b) Market Analysis
 - c) Concurrent Testing
 - d) Consumer Evaluation
183. Cross Selling means;
- a) Identifying customer needs
 - b) Convincing the customers of product benefits
 - c) Responding to questions and objections of customers
 - d) All of these
184. When a company acquires a supplier through an acquisition strategy, this is referred to as:
- a) Vertical marketing system
 - b) Horizontal integration
 - c) Backward integration
 - d) Forward integration
185. Introducing new products to existing markets is an example of:
- a) Horizontal diversification
 - b) Concentric diversification
 - c) Conglomerate diversification
 - d) Vertical diversification
186. Corporate strategy is:
- a) More specific and practical than marketing strategy
 - b) Reactive to short-term competitive activity
 - c) The implementation of plans to achieve long-term aims
 - d) Decided by functional marketing strategy
187. Which of the following statements are not true of market challengers?
- a) They often direct their competitive activity at smaller firms
 - b) They tend to use penetration pricing strategies as a way of expanding their existing business
 - c) They carry out flanking activities
 - d) They have a vested interest in the status quo
188. The Traditional Marketing style involves
- a) Telemarketing
 - b) Digital Marketing
 - c) Indirect Marketing
 - d) Direct Marketing
189. *Market information* means
- a) Knowledge of shops and bazaars
 - b) Knowledge of shopping malls
 - c) Knowledge of customer profile and product mix
 - d) Knowledge of various languages
190. In a Selling Process,
- a) Only standard products are sold
 - b) No customization required
 - c) The seller need not have product knowledge
 - d) The seller should aim at customer satisfaction
191. Cognitive dissonance occurs in which stage of the buyer decision process model?
- a) Need recognition
 - b) Information search
 - c) Evaluation of alternatives
 - d) Post-purchase behavior

192. _____ describes changes in an individual's behavior arising from experience.
- a) Modeling
 - b) Motivation
 - c) Perception
 - d) Learning
193. Sellers that handle their own exports are engaged in:
- a) Direct exporting
 - b) Indirect exporting
 - c) Licensing
 - d) Contract manufacturing
194. _____ is quoted as "everyone lives by selling something."
- a) Bill Gates
 - b) Robert Louis Stevenson
 - c) Arthur Miller
 - d) Henry Ford
195. _____ are ads that appear while subscribers are surfing online services or Web sites, including banners, pop-up windows, "tickers," and "roadblocks."
- a) Online infomercials
 - b) Online ads
 - c) Online broadcasts
 - d) Online bullets
196. _____ is the process of evaluating each market segment's attractiveness and selecting one or more segments to enter.
- a) Mass marketing
 - b) Market segmentation
 - c) Market targeting
 - d) Market positioning
197. When an international seller sells a plant, equipment, or technology to another country and agrees to take payment in the resulting products, it is called:
- a) Barter
 - b) Buy-back
 - c) Counter purchase
 - d) Like-value exchange
198. In evaluating messages for advertising, telling how the product is better than the competing brands aims at making the ad:
- a) Meaningful
 - b) Distinctive
 - c) Believable
 - d) Remembered
199. A _____ is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels.
- a) Blocking strategy
 - b) Push strategy
 - c) Pull strategy
 - d) Integrated strategy
200. The purpose of strategic planning is to find ways in which the company can best:
- a) Overcome losses
 - b) Use its strengths to take advantage of attractive opportunities in the environment
 - c) Avoid paying taxes
 - d) Avoid the expense of costly research and development while still getting the benefits
201. A price reduction to buyers who buy in large volumes is called a(n):
- a) Quantity discount
 - b) Cash discount
 - c) Seasonal discount
 - d) Trade discount
202. Conflicts between different levels of the same channel of distribution are referred to as:
- a) Horizontal conflicts
 - b) Vertical conflicts
 - c) Layer-based conflicts
 - d) Parallel conflicts
203. _____ is a philosophy holding that a company's marketing should support the best long-run performance of the marketing system
- a) Enlightened marketing
 - b) Myopic marketing
 - c) Fundamental marketing
 - d) Conceptual marketing

204. A company is practicing _____ if it focuses on sub segments with distinctive traits that may seek a special combination of benefits.
- a) Micromarketing
 - b) Niche marketing
 - c) Mass marketing
 - d) Segment marketing
205. _____ is a strategy of using a successful brand name to launch a new or modified product in a new category.
- a) Duo-branding
 - b) Line extension
 - c) Brand extension
 - d) Multi-branding
206. When producers, wholesalers, and retailers act as a unified system, they comprise a:
- a) Marketing system
 - b) Power-based marketing system
 - c) Horizontal marketing system
 - d) Vertical marketing system
207. If an advertiser wants flexibility, timeliness, good local market coverage, broad acceptability, and high believability, the advertiser will probably choose which of the following mass media types?
- a) Newspapers
 - b) Television
 - c) Direct Mail
 - d) Radio
208. A(n) _____ is a name, term, sign, symbol, or design, or a combination of these that identifies the maker or seller of a product or service.
- a) Product feature
 - b) Sponsorship
 - c) Brand
 - d) Logo
209. What is the name of the first ad agency established in India?
- a) Ogilvy and Mather
 - b) Indian Advertising Agency
 - c) Modern Publicity Company
 - d) India's Advertising Company
210. The total delivery of a media schedule during a specified time period is called,
- a) Time Rating
 - b) Gross Rating Point
 - c) Average Rating Point
 - d) Frequency
211. The last stage in the selling process is the _____ stage.
- a) Approach
 - b) Handling objections
 - c) Closing
 - d) Follow-up
212. Costs that do not vary with production or sales levels are called:
- a) Fixed costs
 - b) Variable costs
 - c) Standard costs
 - d) Independent costs
213. An unbound booklet consists of a single sheet of paper that is printed on both sides and folded in half, in thirds, or in fourths is a _____
- a) Pamphlet
 - b) Handbill
 - c) Poster
 - d) Flier
214. The study of human populations in terms of size, density, location, age, gender, race, occupation, and other statistics is called:
- a) Geothermy
 - b) Demography
 - c) Ethnography
 - d) Hemos-popography
215. Expand GRP;
- a) Group Rating Points
 - b) Group Rating Programme
 - c) Gross Rating Points
 - d) Gross Ratio Points

216. Expand 'TRP'.
- a) Television Reader Poll
 - b) Television Rating Poll
 - c) Television Rating Points
 - d) Television Rating Programme
217. Very long TV commercials providing detailed information about a product or service. Such programmes are called,
- a) Infotainments
 - b) Infomercials
 - c) Commercials
 - d) Paid Programmes
218. A set of interdependent organizations involved in the process of making a product or service available for use or consumption by the consumer or business user is called a:
- a) Retailer
 - b) Wholesaler
 - c) Distribution channel
 - d) Logistics function
219. The strategy whereby a company stocks its products in as many outlets as possible is called:
- a) Intensive distribution
 - b) Exclusive distribution
 - c) Selective distribution
 - d) Closed distribution
220. When a seller of a product requires that its dealers not handle competitors' products, the seller's strategy is called:
- a) Multilevel distribution
 - b) Prohibitive retailing
 - c) Exclusive dealing
 - d) Bonded partnering
221. Which of the following terms is similar to the term "marketing logistics?"
- a) Channel of distribution
 - b) Vertical integration of distribution
 - c) Physical distribution
 - d) Horizontal distribution
222. A short and striking or memorable phrase used in advertising is called,
- a) Logo
 - b) Brand image
 - c) Slogan
 - d) Sign
223. The marketing effects or outcomes that accrue to a product with its brand name compared with those that of the same product did not have the brand name is called,
- a) Brand Equity
 - b) Brand Identity
 - c) Brand Expansion
 - d) Brand Image
224. Animated screens, often ads that pop up momentarily as the computer searches for or downloads information for a requested web page is an example of,
- a) Flash Ads
 - b) Interstitial
 - c) Pop ups
 - d) GIF Animations
225. The songs or tunes about a product or service that usually carry the ad theme and a message are,
- a) Slogans
 - b) Jingles
 - c) Beats
 - d) Themes
226. The physical arrangement including the headline, subheads, illustrations, body copy and identifying marks of an advertisements is called,
- a) Contrast
 - b) Proportion
 - c) Gutter
 - d) Layout
227. An outdoor medium transporting to different locations carrying ads, is an example of,
- a) Mobile Billboard
 - b) Dynamic ad
 - c) Media Vehicle
 - d) Transport Ad
228. What termed as *consumer perception*?
- a) Consumer receives, organize, and interprets an ad
 - b) Consumer identifies and compare a product with the competitors product
 - c) The attitude of a consumer to a newly launched brand in the market
 - d) The method of distinguishing products of different companies

229. POP is an abbreviation of;
- a) Purchase of Product
 - b) Property of Product
 - c) Point of Purchase
 - d) Priority of Purchase
230. A small sheet of paper carrying an advertisement message distributed by hand, often black letters printed in mono coloured paper, is an example of,
- a) Leaflets
 - b) Handbills
 - c) Fliers
 - d) Posters
231. The entire target population in a market research is called,
- a) Sample
 - b) Stratified Sample
 - c) Audience
 - d) Universe
232. Group of people who are NOT necessarily part of a particular organization is referring to:
- a) External publics
 - b) Internal publics
 - c) International publics
 - d) Local publics
233. One of the processes that changes attitudes, beliefs, opinion or behavior of receivers are refer to:
- a) Attending
 - b) Persuasion
 - c) Perception
 - d) Presenting
234. Identify the largest advertiser.
- a) Wal-Mart
 - b) General Motors
 - c) Procter & Gamble
 - d) Xerox
235. _____define(s) the job that advertising must do in the total market program.
- a) Advertising objectives
 - b) Advertising budget
 - c) Advertising strategy
 - d) Advertising campaigns
236. Which of the five major promotion tools includes press releases and special events?
- a) Sales promotion
 - b) Personal selling
 - c) Direct marketing
 - d) Public relations
237. The cost of advertising for most products is especially high during _____.
- a) Peak seasons
 - b) Morning news shows
 - c) Prime-time programs
 - d) Late-night programming
238. _____ are goods offered either free or at low cost as an incentive to buy a product.
- a) Rebates
 - b) Premiums
 - c) Price packs
 - d) Gimmicks
239. Which is NOT TRUE in comparing journalism and public relations?
- a) Public relations is broader in scope
 - b) Journalists are advocates for causes, while PR practitioners are objective
 - c) PR uses more "channels" than journalists
 - d) Objectives are different for PR practitioners; communication activity is a means to an end
240. The following is the functions of advertising, Except;
- a) Persuasion
 - b) Perception
 - c) Reminder
 - d) Selling
241. _____ is used heavily when introducing a new product category.
- a) Persuasive advertising
 - b) Inferential advertising
 - c) Reminder advertising
 - d) Informative advertising

242. Keeping consumers thinking about the product is the objective for which type of advertising?
- a) Informative advertising
 - b) Psychological advertising
 - c) Reminder advertising
 - d) Persuasive advertising
243. No matter how big the advertising budget, advertising can succeed only if commercials:
- a) are economically feasible
 - b) gain attention and communicate well
 - c) are acceptable on a global level
 - d) are artistically pleasing
244. In evaluating messages for advertising, telling how the product is better than the competing brands aims at making the ad:
- a) Meaningful
 - b) Distinctive
 - c) Believable
 - d) Remembered
245. 'Merchandise allowance' is a term for:
- a) Display materials
 - b) Coupon costs
 - c) Free product
 - d) Postage costs
246. According to Rossiter and Percy samples can be delivered by how many different methods:
- a) 8
 - b) 7
 - c) 5
 - d) 16
247. Which of these is not a sales promotion technique?
- a) Coupon
 - b) Questionnaire
 - c) Bonus pack
 - d) Loyalty card
248. The marketing mix is also known as the _____.
- a) PSI
 - b) P matrix
 - c) Tangible/intangible continuum
 - d) Four Ps
249. _____ is a set of moral principles that guide actions and create a sense of responsible behavior.
- a) Social responsibility
 - b) Ethics
 - c) Self-regulation
 - d) Self-discipline
250. Important people who influence the opinions of others are known as _____.
- a) Trend setters
 - b) Opinion leaders
 - c) Opinion influencers
 - d) Opinion setters

ANSWER KEYS

| Qn. No. | Answer Code | Qn. No. | Answer Code | Qn. No. | Answer Code | Qn. No. | Answer Code |
|---------|-------------|---------|-------------|---------|-------------|---------|-------------|
| 1 | D | 24 | A | 47 | B | 70 | D |
| 2 | A | 25 | B | 48 | C | 71 | C |
| 3 | B | 26 | D | 49 | C | 72 | A |
| 4 | C | 27 | B | 50 | D | 73 | B |
| 5 | A | 28 | A | 51 | B | 74 | B |
| 6 | A | 29 | B | 52 | A | 75 | B |
| 7 | A | 30 | B | 53 | C | 76 | C |
| 8 | B | 31 | C | 54 | B | 77 | A |
| 9 | A | 32 | D | 55 | D | 78 | D |
| 10 | C | 33 | B | 56 | C | 79 | C |
| 11 | B | 34 | C | 57 | D | 80 | D |
| 12 | D | 35 | A | 58 | B | 81 | C |
| 13 | D | 36 | A | 59 | B | 82 | C |
| 14 | B | 37 | D | 60 | C | 83 | B |
| 15 | D | 38 | C | 61 | B | 84 | A |
| 16 | B | 39 | C | 62 | A | 85 | D |
| 17 | D | 40 | D | 63 | D | 86 | A |
| 18 | C | 41 | A | 64 | B | 87 | C |
| 19 | C | 42 | A | 65 | B | 88 | B |
| 20 | A | 43 | D | 66 | D | 89 | C |
| 21 | A | 44 | B | 67 | C | 90 | B |
| 22 | D | 45 | A | 68 | A | 91 | B |
| 23 | D | 46 | B | 69 | D | 92 | A |

| Qn. No. | Answer Code | Qn. No. | Answer Code | Qn. No. | Answer Code | Qn. No. | Answer Code |
|----------------|--------------------|----------------|--------------------|----------------|--------------------|----------------|--------------------|
| 93 | D | 118 | B | 143 | C | 168 | A |
| 94 | C | 119 | A | 144 | A | 169 | D |
| 95 | A | 120 | A | 145 | D | 170 | A |
| 96 | A | 121 | B | 146 | B | 171 | A |
| 97 | C | 122 | C | 147 | D | 172 | A |
| 98 | D | 123 | A | 148 | D | 173 | C |
| 99 | B | 124 | B | 149 | C | 174 | A |
| 100 | B | 125 | D | 150 | D | 175 | A |
| 101 | D | 126 | B | 151 | D | 176 | B |
| 102 | D | 127 | A | 152 | B | 177 | B |
| 103 | B | 128 | B | 153 | A | 178 | A |
| 104 | C | 129 | D | 154 | A | 179 | B |
| 105 | D | 130 | A | 155 | D | 180 | B |
| 106 | A | 131 | D | 156 | B | 181 | C |
| 107 | A | 132 | C | 157 | A | 182 | C |
| 108 | B | 133 | A | 158 | B | 183 | D |
| 109 | C | 134 | B | 159 | C | 184 | D |
| 110 | D | 135 | D | 160 | A | 185 | A |
| 111 | B | 136 | C | 161 | B | 186 | C |
| 112 | D | 137 | A | 162 | D | 187 | D |
| 113 | B | 138 | C | 163 | C | 188 | C |
| 114 | B | 139 | C | 164 | A | 189 | C |
| 115 | D | 140 | B | 165 | B | 190 | D |
| 116 | C | 141 | A | 166 | C | 191 | D |
| 117 | B | 142 | D | 167 | B | 192 | D |

| Qn. No. | Answer Code | Qn. No. | Answer Code | Qn. No. | Answer Code | | |
|----------------|--------------------|----------------|--------------------|----------------|--------------------|--|--|
| 193 | A | 217 | B | 241 | D | | |
| 194 | B | 218 | C | 242 | C | | |
| 195 | B | 219 | A | 243 | B | | |
| 196 | C | 220 | C | 244 | B | | |
| 197 | B | 221 | C | 245 | C | | |
| 198 | B | 222 | C | 246 | A | | |
| 199 | B | 223 | A | 247 | B | | |
| 200 | B | 224 | B | 248 | D | | |
| 201 | A | 225 | B | 249 | B | | |
| 202 | B | 226 | D | 250 | B | | |
| 203 | B | 227 | A | 243 | B | | |
| 204 | B | 228 | A | 244 | B | | |
| 205 | C | 229 | C | 245 | C | | |
| 206 | C | 230 | B | 246 | A | | |
| 207 | A | 231 | D | 247 | B | | |
| 208 | C | 232 | A | 248 | D | | |
| 209 | B | 233 | B | 249 | B | | |
| 210 | B | 234 | C | 250 | B | | |
| 211 | D | 235 | A | | | | |
| 212 | A | 236 | D | | | | |
| 213 | A | 237 | C | | | | |
| 214 | B | 238 | B | | | | |
| 215 | C | 239 | B | | | | |
| 216 | C | 240 | D | | | | |

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