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

34. AdSense is,
   a) An advertising agency
   b) Set of regulations and standards in advertising
   c) Google’s advertising programme to display ads in web pages
   d) 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,
   a) Impression
   b) Hit
   c) GRP
   d) Exposure rate

36. ‘Art’ in advertisement implies,
   a) The whole visual presentation
   b) The traditional or modern art forms used in an advertisement
   c) Graphics and animations used in an advertisement
   d) The ambience created to present an idea through an advertisement

37. The consumer’s conscious or unconscious decision to repurchase a brand continually,
   a) Decision making
   b) Consumption rate
   c) Consumption strategy
   d) Brand loyalty

38. INS means;
   a) International Newspaper Society
   b) Indian National Services
   c) Indian Newspaper Society
   d) Indian Newspaper Services

39. __________ is defined as the number of different people or households exposed to an
   advertisement.
   a) Scope
   b) Share
   c) Reach
   d) Span

40. Frequency is defined as the
   a) Number of different advertisements, sales promotions, or publicity events in a
   promotional campaign of a marketing program
   b) Total number of times an advertisement is broadcast on network and cable television or
   radio
   c) Number of times an advertisement must be shown before a given percentage of the
   audience can recall key points of information
   d) 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, __________
   a) Consumer Advertising
   b) Consumption Advertising
   c) Retail Advertising
   d) Trade Advertising

42. The ‘hierarchy of human needs’ is a valuable guide in the process of Ad. copy formulation. Who
   devised it?
   a) Abraham H. Maslow
   b) Philip Lesley
   c) Paul Lazarsfeld
   d) Leon Festinger

43. __________ is defined as the percentage of households in a market that are tuned to a particular
   television show or radio station.
   a) Gross rating points
   b) Reception rate
   c) Target audience reach
   d) 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       c) Sex appeals
   b) Fear appeals                d) Family appeals

45. Gross rating points (GRPs) are
   a) Reach multiplied by frequency       c) Rating multiplied by frequency
   b) Reach multiplied by rating           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       c) Consumer Advertising
   b) Industrial 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       c) Informational and persuasive
   b) Expository 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          c) Printing
   b) Creativity        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
a) Increasing the amount of research and decision-making clients need to do
b) Mystifying ad purchasing so that clients do not attempt it on their own
c) Pushing clients to make rapid decisions
d) 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
a) Reach their demographic potential
b) Perceive hidden messages
c) Make distinctions among products that are actually very similar
d) Satisfy subconscious motivations

57. Infomercials often resemble other types of television shows, including
a) Talk shows
c) News shows
d) Live, audience-participation shows

58. What two major communication channels do marketers use to convey their product to consumers?
 a) Word-of-mouth and commercials
 b) Personal and non-personal channels
c) Message source and feedback
d) Print media and events

59. DAVP stands for:
 a) Dictionary of Advertising and Visual Publicity
 b) Directorate of Advertising and Visual Publicity
c) Directory of Advertising and Visual Publicity
d) Directory of Advanced and Vital Publicity

60. Awareness, __________, ___________, preference, ___________ and purchase are the stages consumers move through in terms of buyer-readiness.
 a) Post-purchase, knowledge, liking
c) Knowledge, liking, conviction
d) Knowledge, liking, attitude

61. What is the name of the promotional tool aimed at building good relations with a company and its publics?
 a) Publicity
c) Advertising
d) Promotion

62. Which of the following is not an aspect of the promotion mix?
 a) Strategic positioning
c) Advertising
d) public relations

63. Which type of advertising objective is the most important for mature products? [Hint]
 a) Informative advertising
c) Persuasive advertising
d) Reminder advertising

64. _______ consists of short-term incentives to encourage the purchase or sale of a product or service.
 a) A segmented promotion
c) Advertising
d) A patronage reward

65. Which type of promotional tool is non-public, immediate, customized, and interactive?
 a) Segmented advertising
c) Brand contacts
d) Public relations

66. _______ define the task that advertising must do with a specific target audience during a specific period of time.
 a) Advertising strategies
c) Advertising campaigns
d) Advertising objectives

67. Developing an effective message strategy begins with identifying _______ that can be used as advertising appeals.
 a) advertising specialties
c) customer benefits
d) sales promotions
68. The most important element of “marketing mix” is
   a) The product                  c) The advertising support
   b) The price of the product     d) A sound distribution network

69. Which one of the following is a good example of direct advertising?
   a) Display cards                 c) Window display
   b) Display panels on vehicles    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               c) Direct marketing
   b) Public relations              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                   c) Brand personality
   b) Organisational personality    d) Product personality

74. The first thing a reader notices in a printed advertising is the:
   a) Headline                       c) Copy
   b) Illustration                   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             c) POP advertising
   b) Direct Advertising             d) Personal Advertising

78. Most of the advertising of the Central Government in India is handled by
   a) PIB                           c) Private agencies
   b) HMC                           d) DAVP

79. The ‘heart and soul’ of an Ad. Agency is
   a) Media department              c) Creative service department
   b) Account 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                c) George Powell
   b) Russed Colley                   d) American Marketing Association
81. Advertising that is usually restricted in size and format and arranged in a group based on the mature of product or service advertised is generally referred to as
   a) Display advertising   c) Classified advertising
   b) Corporate advertising d) Corporative advertising

82. Which among them is not a function of advertising;
   a) Eliminate seasonal fluctuations   c) Balancing consumers’ budget
   b) Creates confidence in quality  d) Increase in per-capita use

83. The manufacturer, government body or organization which wishes to have advertisements created and placed:
   a) Internal publics   c) Consumer
   b) Advertiser   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   c) Coverage
   b) Brand filling   d) Brand value

85. Writing text for advertisements is called:
   a) Ad writing   c) Illustration
   b) Art Production   d) Copy writing

86. _______is the advertisement, facing editorial pages in magazines and newspapers
   a) Facing matter   c) Op-Ed Ads
   b) Advertorial   d) Edit page ads

87. Single colour used in an advertisement is called,_______
   a) Mono colour   c) Spot Colour
   b) Single Print   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   c) Target Research
   b) Strategic research d) Consumer Research

89. TGR means,
   a) Tele Group Rating   c) Target Group Rating
   b) Television Gain Rating d) Television Gross Rating

90. Who coined the term USP?
   a) Mashall McLuhan   c) Michael Schudson
   b) Rosser Reeves d) Russed Colley

91. The total number of a target group from which researchers take samples is called,
   a) Stratified group   c) Public
   b) Universe   d) Internal Public

92. In ad world electrical goods, often kitchen equipment such as washing machines, fridges, cookers are termed as,
   a) White Goods   c) Equipments
   b) Electronic Goods 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. ______refer 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 assess 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  c) Feedback analysis
   b) Copy testing  d) Response Analysis

127. A copywriter is a person who,
   a) Writing text for an ad  c) Editing the raw text
   b) Copying text from other ads  d) Making an ad meaningful

128. ________ is a demographic description of the people or households that are prospects for a product or service.
   a) Consumer data  c) Sampling Process
   b) Consumer profile  d) Consumer Impression

129. Cool hunters are the marketing professionals who make observations and predictions in changes of,
   a) The market  c) Advertising trends
   b) The Consumers  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  c) Bandwagon
   b) Alternate Marketing  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  c) Spams
   b) Malwares  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  c) Banner Ad
   b) Spam 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  c) Public Relation
   b) Campaign  d) Product placement

135. Advertising offers a reason to buy, sales promotion offers a/an ________ to buy.
   a) Inclination  c) Competitive advantage
   b) Motive  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  
   b) Tricky banner ad 
   c) Floating ad 
   d) Expanding ad

138. All of the following are factors that affect budget decisions except:
   a) Market share  
   b) Stage in product life cycle 
   c) Product pricing 
   d) Competition

139. POP advertising include ads on the following except:
   a) Shopping carts  
   b) Shelves 
   c) Magazines 
   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  
   b) Intermediary strategy 
   c) 'Shove' strategy 
   d) 'Push' strategy

142. The selection of appropriate media is based upon which of the following factors?
   a) Nature of the product  
   b) Media habits of target consumers 
   c) Cost 
   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  
   b) Sales 
   c) Marketing 
   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  
   b) Marketing 
   c) Relationship 
   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  
   b) Organization marketing 
   c) Event 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  
   b) Banner Ad 
   c) Expanding 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  c) Copywriter
   b) Market researcher  d) Film director

172. ________ is the time used for the commercial announcement or the announcement itself
   a) Spot  c) Sixty
   b) Schedule  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  c) Ad slot
   b) Ad spot  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  c) Brand Coverage
   b) Brand Loyalty  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  c) E-zine
   b) Company Zine  d) Brochures

179. A broadcast station’s record of its programming is known as:
   a) Record  c) Beat
   b) Log  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  c) Perception
   b) Motivation  d) Learning

193. Sellers that handle their own exports are engaged in:
   a) Direct exporting  c) Licensing
   b) Indirect exporting  d) Contract manufacturing

194. ________ is quoted as "everyone lives by selling something."
   a) Bill Gates  c) Arthur Miller
   b) Robert Louis Stevenson  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  c) Online broadcasts
   b) Online ads  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  c) Market targeting
   b) Market segmentation  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  c) Counter purchase
   b) Buy-back  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  c) Believable
   b) Distinctive  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  c) Pull strategy
   b) Push 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  c) Seasonal discount
   b) Cash discount  d) Trade discount

202. Conflicts between different levels of the same channel of distribution are referred to as:
   a) Horizontal conflicts  c) Layer-based conflicts
   b) Vertical 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  c) Fundamental marketing
   b) Myopic 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   c) Television Rating Points
   b) Television Rating Poll   d) Television Rating Programme

217. Very long TV commercials providing detailed information about a product or service. Such programmes are called,
   a) Infotainments   c) Commercials
   b) Infomercials   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   c) Distribution channel
   b) Wholesaler   d) Logistics function

219. The strategy whereby a company stocks its products in as many outlets as possible is called:
   a) Intensive distribution   c) Selective distribution
   b) Exclusive 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   c) Exclusive dealing
   b) Prohibitive retailing   d) Bonded partnering

221. Which of the following terms is similar to the term “marketing logistics?”
   a) Channel of distribution   c) Physical distribution
   b) Vertical integration of distribution   d) Horizontal distribution

222. A short and striking or memorable phrase used in advertising is called,
   a) Logo   c) Slogan
   b) Brand image   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   c) Brand Expansion
   b) Brand Identity   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   c) Pop ups
   b) Interstitial   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   c) Beats
   b) Jingles   d) Themes

226. The physical arrangement including the headline, subheads, illustrations, body copy and identifying marks of an advertisement is called,
   a) Contrast   c) Gutter
   b) Proportion   d) Layout

227. An outdoor medium transporting to different locations carrying ads, is an example of,
   a) Mobile Billboard   c) Media Vehicle
   b) Dynamic ad   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  c) Point of Purchase
   b) Property of Product  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  c) Fliers
   b) Handbills  d) Posters

231. The entire target population in a market research is called,
   a) Sample  c) Audience
   b) Stratified Sample  d) Universe

232. Group of people who are NOT necessarily part of a particular organization is referring to:
   a) External publics  c) International publics
   b) Internal publics  d) Local publics

233. One of the processes that changes attitudes, beliefs, opinion or behavior of receivers are refer to:
   a) Attending  c) Perception
   b) Persuasion  d) Presenting

234. Identify the largest advertiser.
   a) Wal-Mart  c) Procter & Gamble
   b) General Motors  d) Xerox

235. _______define(s) the job that advertising must do in the total market program.
   a) Advertising objectives  c) Advertising strategy
   b) Advertising budget  d) Advertising campaigns

236. Which of the five major promotion tools includes press releases and special events?
   a) Sales promotion  c) Direct marketing
   b) Personal selling  d) Public relations

237. The cost of advertising for most products is especially high during _____.
   a) Peak seasons  c) Prime-time programs
   b) Morning news shows  d) Late-night programming

238. _____ are goods offered either free or at low cost as an incentive to buy a product.
   a) Rebates  c) Price packs
   b) Premiums  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  c) Reminder
   b) Perception  d) Selling

241. ___________________ is used heavily when introducing a new product category.
   a) Persuasive advertising  c) Reminder advertising
   b) Inferential 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

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