

# 33 Lecture - MGT301

## Important Mcqs

1. **What is the main objective of advertising?**

- A) To increase brand awareness
- B) To reduce costs
- C) To decrease sales
- D) To eliminate competition

**Answer: A) To increase brand awareness**

2. **Which of the following is NOT a type of advertising?**

- A) TV commercials
- B) Social media ads
- C) Direct mail
- D) Product development

**Answer: D) Product development**

3. **What is the purpose of a call-to-action in advertising?**

- A) To provide information about the product or service
- B) To generate interest in the product or service
- C) To encourage the customer to take a specific action, such as making a purchase or signing up for a newsletter
- D) To reduce the cost of the advertising campaign

**Answer: C) To encourage the customer to take a specific action, such as making a purchase or signing up for a newsletter**

4. **Which of the following is an example of a print ad?**

- A) A TV commercial
- B) A social media ad
- C) A billboard
- D) A magazine ad

**Answer: D) A magazine ad**

5. **What is a target audience in advertising?**

- A) The people who create the advertising campaign
- B) The people who distribute the advertising campaign
- C) The people who are most likely to buy the product or service
- D) The people who provide feedback on the advertising campaign

**Answer: C) The people who are most likely to buy the product or service**

6. **Which of the following is an example of a direct mail campaign?**

- A) A TV commercial
- B) A social media ad
- C) A catalog mailed to customers
- D) A billboard

**Answer: C) A catalog mailed to customers**

7. **Which of the following is an example of a social media ad?**

- A) A TV commercial
- B) A billboard
- C) A sponsored post on Instagram
- D) A print ad

**Answer: C) A sponsored post on Instagram**

8. **What is the difference between a product-focused ad and a brand-focused ad?**

- A) A product-focused ad highlights the features and benefits of a specific product, while a brand-focused ad promotes the overall brand and its values.
- B) A product-focused ad promotes the overall brand and its values, while a brand-focused ad highlights the features and benefits of a specific product.
- C) There is no difference between the two types of ads.
- D) Both types of ads focus solely on increasing sales.

**Answer: A) A product-focused ad highlights the features and benefits of a specific product, while a brand-focused ad promotes the overall brand and its values.**

9. **What is the purpose of an advertising budget?**

- A) To maximize profits
- B) To minimize costs
- C) To allocate resources effectively to achieve advertising goals
- D) To eliminate competition

**Answer: C) To allocate resources effectively to achieve advertising goals**

10. **Which of the following is an example of an outdoor ad?**

- A) A TV commercial
- B) A social media ad
- C) A billboard
- D) A magazine ad

**Answer: C) A billboard**