

SEAT NO. _____

SUPERVISOR'S SIGN : _____

**UNIVERSITY OF MUMBAI'S
GARWARE INSTITUTE OF CAREER EDUCATION & DEVELOPMENT
POST GRADUATE DIPLOMA IN ADVERTISING & MEDIA (PGDAM)
ENTRANCE EXAMINATION**

DATE : 29-JUL-17

TIME : 11.00 AM TO 12.00 NOON

MARKS : 50

- Note : a) Put Write (✓) mark for correct answer.
b) Each question carries ONE marks.

.....
1. HBO Stands for _____.

A. Home Box Office	B. Home Bollywood Office
C. Hollywood Box Office	D. None of these

2. UNDP stands for _____.

A. United Nations Development Program	B. Union of Nations for Development of Programs
C. United National Development Program	D. None of these

3. Name the Advertising Agency of the brand Fevicol _____.

A. Lowe Lintas	B. Ogilvy and Mather
C. McCann Erickson	D. Rediffusion

4. Name the NDTV Anchor of the Show 'Hum Log' _____.

A. Barkha Dutt	B. Vikram Chandra
C. Pankaj Pachauri	D. Ravish Kumar

5. Which player won the 'Golden Boot' award in FIFA 2014 ?

A. Lionel Messi, Argentina	B. Thomas Mueller, Germany
C. Neymar , Brazil	D. James Rodriguez, Colombia

6. Name the President of Advertising Agencies Association of India (AAAI) _____.

A. Arvind Sharma	B. Pratap Bose
C. Piyush Pandey	D. Srinivasan Swamy

7. 'Hum hain na' this tagline is for _____ brand.

A. SBI	B. ICICI bank
C. Axis bank	D. Standard Chartered

8. The musical track or song that includes or compliments the tagline in the campaign is called the:

A. Jingle	B. Song
C. Tune	D. Music track

9. GST stands for _____.

A. Goods and Services Tax	B. Google Server Type
C. Good Service of TATA	D. None of these

10. Sombhit Sen Gupta designed the famous Sunflower logo of _____.

A. Saffola	B. Orchids
C. Wipro	D. Gemini Sunflower Oil

11. Which one of the following is not a part of the TATA group:

A. Tanishq	B. Titan
C. Croma	D. Taza tea

12. In TRAI 'T' means _____.

A. Telephone	B. Television
C. Total	D. Telecom

13. Colors channel is part of _____ group.

A. Viacom 18	B. Star Group
C. ZEEL	D. Bennett & Coleman

14. _____ is the new tagline of Vivo mobile phone.

A. Look at me	B. Camera & Music
C. Music masti	D. None of the above

15. "Piyo sar uthake" was slogan of _____.

A. Coca-Cola	B. Limca
C. Pepsi	D. Mirinda

16. What is the similarity between Crossword and Amazon?

A. Books	B. America
C. Technology	D. None of the above

17. Who is the chief executive officer of Google ?

A) Sunder Pichai	B) Sunder Madhavan
C) Sunder Rajdeep	D) Sunder Mohan

18. Loop Mobile was formerly known as _____.

A. Hutch	B. BPL Mobile
C. Virgin	D. Idea

19. 'News flash' means

A) Short news that interrupts scheduled program	B) Flashes of News items
C) News that is flushed out	D) None of these

20. The exchange value of the product is called _____.

A. Price	B. Money
C. Value	D. Discount

21. The two national news agencies are:

A. Reuters and AFP	B. Bloomberg and Associated Press
C. PTI and UNI	D. None of the above

22. _____ played a major role in Welcome to Sajjanpur movie.

A. Raam Khare	B. Shreyas Talpade
C. Dheeraj Ambade	D. John Ibrahim

23. *Gondia* is the one of the District of _____ -

A. Marathawada	B. Vidharbaha
C. Konkan	D. North Maharashtra

24. Following two Ex- Chief Ministers alleged involved in the *Adarsh Scam*.

A. Shushilkumar Shinde & Vilasrao Deshmukh	B. Ashok Chavan & Prithviraj Chavan
C. Konkan	D. North Maharashtra

25. Business Line Newspaper belongs to the _____ groups.

A. The Times of India	B. The Indian Express
C. Lokmat	D. The Hindu

26. Pulsar named two wheeler produces _____.

A. Bajaj Auto	B. TVS Auto
C. Mahendra Auto	D. TATA Auto

27. Pilot testing means.....

A) Test done by pilot	B) Pilot that tests media
C) process of collecting a sample in a small scale	D) first media professional that test the program

28. Bennet & Coleman publishes which newspaper ?

A. The Hindustan Times	B. The Times of India
C. DNA	D. The Indian Express

29. The TV Channel National Geographic is owned by

A. Ted Turner Group	B. BBC Group
C. Star T V Group	D. Warner Brothers Group.

30. The first Private multi lingual TV Network of India is _____.

A. Jain TV	B. BBC
C. Star T V	D. ZEE

31. 'Seditious libel' means.....

A) the act of defaming a public official in print media	B) seducing an official to provide news to print media
C) act of seducing the liberty of the print media	D) the seditious encounter of characters in a media story

32. The founder of network 'facebook' is _____.

A. Mark Zuckerberg	B. Bill Gates
C. Time Berners Lee	D. Julian Assang

33. PTI is a _____.

A. News Paper	B. News Channel
C. News Agency	D. News Portal

34. Facebook is a _____.

A. Social Portal	B. Social Website
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35. The educational channel of AIR _____.

A. Yuva Vani	B. Akash Vani
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36. The India's first advertising Agency is _____.

A. Indian Advertising Agency	B. Indian Advertising Company
C. Indian Advertising	D. Indian Agency of Advertising

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38. The ABC is the authority that regulates advertising. The full form of ABC is _____.

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40. PRSI Means _____.

A. Public Relations Society of India	B. Postal Relation Society of India
C. Publicity Relations Society of India	D. Public Relationship Society of India.

41. The National Flower of India is _____.

A. Rose	B. Jasmine
C. Lotus	D. Lilly

42. Which of these is not an Airline Company?

A. Spice Jet	B. Indigo
C. Air India	D. Kingspice

43. The Signatory of Indian Currency is _____.

A. Prime Minister	B. President
C. Governor of New Delhi	D. None of These

44. FM in FM Radio Stands for _____.

A. Finance Minister	B. Frequency Minister
C. Frequency Mode	D. Frequency Modulation

45. Slum Dog Millionaire was directed by _____.

A. Danny Boyle	B. Danny Boil
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C. Satellite Television for Asian Region	D. Satellite Television Asian Reaction

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A. Coffee Café Day	B. Café Coffee Day
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A. KFC	B. Mac Donald
C. TATA	D. BATA

49. 'Take Care' is the slogan of _____.

A. Garnier	B. Sony
C. Panasonic	D. LG

50. 'Ideas for life' is the slogan of _____.

A. Nokia	B. Sony
C. Panasonic	D. HTC

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P.G. DIPLOMA IN ADVERTISING AND MEDIA
(PGDAM)
ENTRANCE EXAM**

DATE: 06-Aug-16

TIME : 11.00AM TO 12.00 NOON

MARKS : 50

NOTE:

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1. The musical track or song that includes or compliments the tagline in the campaign is called the:

A. Jingle	B. Song
C. Tune	D. Music track

2. VAT stands for _____

A. Value Added Tax	B. Value Additional Tax
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A. Malegaon	B. Sangli
C. Jalgaon	D. Satara

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19. Pulsar named two wheeler produces _____

A. Bajaj Auto	B. TVS Auto
C. Mahendra Auto	D. TATA Auto

20. ONGC stands for _____.

A. Oil and Neutral Gap Corporation Ltd.	B. Ozone and Natural Gas Corporation Ltd.
C. Oil and Natural Gas Corporation Ltd.	D. Oil and Natural Gale Corporation Ltd.

21. Green revolution was started by _____.

A. Norman Borlaugh	B. Normal Carmel
C. Js. Wesley	D. None of these

22. _____ is considered the architect of India's 'White Revolution'.

A. Verghese Kurien	B. Verghese Cherian
C. Vivian Kurien	D. Anthony Cherian

23. Final artwork is done by _____ department of ad agency.

A. Copy dept.	B. Audio-visual dept.
C. Clint servicing dept.	D. Art dept.

24. _____ mean it is the result and outcome of mutual understanding derived from the process of sharing common interest.

A. Relation	B. Outcome
C. Intervention	D. None of these

25. The main element in a Communicator is his _____.

A. Personality	B. Voice
C. Vice	D. Message

26. _____ is a newly appointed Chief election Commissioner of India.

A. N. Vitthal	B. Dr. Nasim Zaidi
C. V. S. Sampath	D. Ratnakar Gaikwad

27. Which is the official advertising agency of the Indian Government?

A. Advertising and Information	B. Doorsanchar Aur Vigyapan Prakashan
C. Directorate of Audio Visual Publicity	D. None of the above

28. Rupert Murdoch is an _____ citizen.

A. Indian	B. Australian
C. Italian	D. American

29. Did you like _____ music they played at the dance? Use article.

A. the	B. an
C. a	D. none of the above

30. It's a lovely day today, _____ Use question tag.

A. is it?	B. isn't it?
C. it is!	D. none of the above

31. The opposite of the adjective alive is :

A. dying	B. living
C. dead	D. live

32. The opposite of the adjective blunt is :

A. soft	B. elastic
C. sharp	D. flexible

33. _____ is slogan of the IBN7.

A. Khabar Har Keemat Par	B. Haqeeqat Jaisi Khabar Waisi
C. Aapka Fayda	D. Sabse Tez

34. "First in business worldwide" is tagline of _____

A. Zee Business	B. CNBC
C. NDTV Profit	D. BBC World News

35. The first Indian sponsored programme in the National Network was _____

A. Buniyaad	B. Yeh jo hai zindagi
C. Hum Log	D. Dekh Bhai Dekh

36. Radio Mirchi is part of _____ group

A. Bennett & Coleman	B. Star Group
C. Sony Entertainment Television	D. Zee

37. _____ is the Chairperson of Idea Cellular.

A. Azim Premji	B. Sunil Mittal
C. Kumar Mangalam Birla	D. Chanda Kochhar

38. Zoom TV is part of _____ group

A. The Times Group	B. Star Group
C. Zee	D. None of the above

39. Reliance Media Works Ltd was formerly known as _____.

A. Mirchi Movies Ltd.	B. Adlabs Films Ltd.
C. Red Chillies Entertainment	D. Eros Cinema

40. Complete the title of Obama's book: Dreams...

A. of Hope	B. from My Father
C. of Change	D. of my Childhood

41. Zee TV and Dainik Bhaskar formed a joint venture and launched the English daily broadsheet _____.

A. Times of India	B. Hindustan Times
C. Indian Express	D. DNA

42. In the logo of which Indian bank would you find the picture of Hindu Goddess Lakshmi?

A. Canara Bank	B. Dena Bank
C. Bank of Baroda	D. State Bank of India

43. Which medium is used for advertising?

A. Television	B. Billboards
C. Internet	D. All of the above

44. What letter appears on screen when you are using Microsoft Internet Explorer?

A. E	B. M
C. I	D. W

45. TRP stands for _____

A. Television Research Points	B. Television Rating Pulse
C. Television Rating Points	D. Television Rating Position

46. The Prasar Bharati is the _____ broadcaster of the country.

A. Public Sector	B. Private Sector
C. Sole Proprietorship	D. None of above

47. _____ is a newly appointed Chief Information Commissioner of Maharashtra.

A. N. Vitthal	B. G. Sridharan
C. V. S. Sampath	D. Ratnakar Gaikwad

48. FDA stands for _____

A. Food & Diet Administration	B. Food & Drug Administration
C. Food & Drug Authority	D. Food & Drug Authenticity

49. _____ is the Guardian Minister of Gadchiroli District of Maharashtra.

A. R. R. Patil	B. G. R. Patil
C. V. R. Patil	D. Satej Patil

50. NFDC stands for _____

A. National Film Division Corporation	B. National Film Division Centre
C. National Film Development Corporation	D. National Film Data Corporation

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ENTRANCE EXAM
SECOND ROUND

DATE: 22-Aug-15

TIME : 11.00AM TO 12.00 NOON

MARKS : 50

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A. Manish Soni	B. Ambika Soni
C. Manish Tiwari	D. None of these.

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30. Name the President of Advertising Agencies Association of India (AAAI) _____.

A. Arvind Sharma	B. Pratap Bose
C. Piyush Pandey	D. Srinivasan Swamy

31. 'Hum hain na' this tagline is for _____ brand.

A. SBI	B. ICICI bank
--------	---------------

C. Axis bank	D. Standard Chartered
--------------	-----------------------

32. The musical track or song that includes or compliments the tagline in the campaign is called the:

A. Jingle	B. Song
C. Tune	D. Music track

33. VAT stands for _____.

A. Value Added Tax	B. Value Additional Tax
C. Value Added Tip	D. Value Added Test

34. Sombhit Sen Gupta designed the famous Sunflower logo of _____.

A. Saffola	B. Orchids
C. Wipro	D. Gemini Sunflower Oil

35. Which one of the following is not a part of the TATA group:

A. Tanishq	B. Titan
C. Croma	D. Taza tea

36. In TRAI 'T' means _____.

A. Telephone	B. Television
C. Total	D. Telecom

37. Colors channel is part of _____ group.

A. Viacom 18	B. Star Group
C. ZEEL	D. Bennett & Coleman

38. _____ is the advertising slogan of Nokia.

A. Connecting people	B. Connecting everyone
----------------------	------------------------

C. Get connected	D. None of the above
------------------	----------------------

39. "Piyo sar uthake" was slogan of _____.

A. Coca-Cola	B. Limca
C. Pepsi	D. Mirinda

40. What is the similarity between Crossword and Amazon?

A. Books	B. America
C. Technology	D. None of the above

41. The President Pratibhatai Patil hails from _____.

A. Malegaon	B. Sangli
C. Jalgaon	D. Satara

42. Loop Mobile was formerly known as _____.

A. Hutch	B. BPL Mobile
C. Virgin	D. Idea

43. STAR stands for _____.

A. Satellite Transmission for the Asian Region	B. Satellite Television for the Asian Region
C. Satellite Television for the Asian Radar	D. Subscribed Television for the Asian Region

44. The exchange value of the product is called _____.

A. Price	B. Money
C. Value	D. Discount

45. The two national news agencies are:

A. Reuters and AFP	B. Bloomberg and Associated Press
C. PTI and UNI	D. None of the above

46. _____ played a major role in Welcome to Sajjanpur movie.

A. Raam Khare	B. Shreyas Talpade
C. Dheeraj Ambade	D. John Ibrahim

47. *Gondia* is the one of the District of _____ -

A. Marathawada	B. Vidharbaha
C. Konkan	D. North Maharashtra

48. Following two Ex- Chief Ministers alleged involved in the *Adarsh* Scam.

A. Shushilkumar Shinde & Vilasrao Deshmukh	B. Ashok Chavan & Prithviraj Chavan
C. Konkan	D. North Maharashtra

49. Business Line Newspaper belongs to the _____ groups.

A. The Times of India	B. The Indian Express
C. Lokmat	D. The Hindu

50. Pulsar named two wheeler produces _____.

A. Bajaj Auto	B. TVS Auto
C. Mahendra Auto	D. TATA Auto

_____ **** _____

PGDAM

SEAT NO. _____

①

UNIVERSITY OF MUMBAI
GARWARE INSTITUTE OF CAREER EDUCATION & DEVELOPMENT
ENTRANCE EXAMINATION
P.G. DIPLOMA IN ADVERTISING & MEDIA (PGDAM)

DATE : 19/07/2014

TIME : 11.00 AM TO 12.00 NOON

MARKS : 50

Note : a) Put Write (✓) mark for correct answer.

b) Each question carries ONE marks.

.....
1. Name the Advertising Agency of the brand Fevicol _____

A. Lowe Lintas	B. Ogilvy and Mather
C. McCann Erickson	D. Rediffusion

2. Name the NDTV Anchor of the Show 'Hum Log' _____

A. Barkha Dutt	B. Vikram Chandra
C. Pankaj Pachauri	D. Ravish Kumar

3. Which player won the 'Golden Boot' award in FIFA 2014 _____

A. Lionel Messi, Argentina	B. Thomas Mueller, Germany
C. Neymar, Brazil	D. James Rodriguez, Colombia

4. Name the President of Advertising Agencies Association of India (AAAI) _____

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①

MAD99

5. 'Hum hain na' this tagline is for _____ brand

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A. Bajaj Auto	B. TVS Auto
C. Mahendra Auto	D. TATA Auto

25. ONGC stands for _____.

A. Oil and Neutral Gap Corporation Ltd.	B. Ozone and Natural Gas Corporation Ltd.
C. Oil and Natural Gas Corporation Ltd.	D. Oil and Natural Gale Corporation Ltd.

26. Green revolution was started by _____.

A. Norman Borlaugh	B. Normal Carmel
C. Js. Wesley	D. None of these

27. _____ is considered the architect of India's 'White Revolution'.

A. Verghese Kurien	B. Verghese Cherian
C. Vivian Kurien	D. Anthony Cherian

28. Final artwork is done by _____ department of ad agency.

A. Copy dept.	B. Audio-visual dept.
C. Clint servicing dept.	D. Art dept.

29. _____ mean it is the result and outcome of mutual understanding derived from the process of sharing common interest.

A. Relation	B. Outcome
C. Intervention	D. None of these

30. The main element in a Communicator is his _____.

A. Personality	B. Voice
C. Vice	D. Message

31. _____ is a newly appointed Chief election Commissioner of India.

A. N. Vitthal	B. G. Sridharan
C. V. S. Sampath	D. Ratnakar Gaikwad

32. Which is the official advertising agency of the Indian Government?

A. Advertising and Information	B. Doorsanchar Aur Vigyapan Prakashan
C. Directorate of Audio Visual Publicity	D. None of the above

33. _____ is slogan of the IBN7.

A. Khabar Har Keemat Par	B. Haqeeqat Jaisi Khabar Waisi
C. Aapka Fayda	D. Sabse Tez

34. "First in business worldwide" is tagline of _____

A. Zee Business	B. CNBC
C. NDTV Profit	D. BBC World News

35. The first Indian sponsored programme in the National Network was _____

A. Buniyaad	B. Yeh jo hai zindagi
C. Hum Log	D. Dekh Bhai Dekh

36. Radio Mirchi is part of _____ group

A. Bennett & Coleman	B. Star Group
C. Sony Entertainment Television	D. Zee

37. Zoom TV is part of _____ group

A. The Times Group	B. Star Group
C. Zee	D. None of the above

38. Reliance Media Works Ltd was formerly known as _____

A. Mirchi Movies Ltd.	B. Adlabs Films Ltd.
C. Red Chillies Entertainment	D. Eros Cinema

39. Complete the title of Obama's book: Dreams...

A. of Hope	B. from My Father
C. of Change	D. of my Childhood

40. Zee TV and Dainik Bhaskar formed a joint venture and launched the English daily broadsheet _____.

A. Times of India	B. Hindustan Times
C. Indian Express	D. DNA

41. In the logo of which Indian bank would you find the picture of Hindu Goddess Lakshmi?

A. Canara Bank	B. Dena Bank
C. Bank of Baroda	D. State Bank of India

42. Which medium is used for advertising?

A. Television	B. Billboards
C. Internet	D. All of the above

43. What letter appears on screen when you are using Microsoft Internet Explorer?

A. E	B. M
C. I	D. W

44. Current Minister of External Affairs of India _____

A. Salman Khurshid	B. Nitish Kumar
C. Sushma Swaraj	D. S. M. Krishna

45. The Prasar Bharati is the _____ broadcaster of the country.

A. Public Sector	B. Private Sector
C. Sole Proprietorship	D. None of above

46. _____ is a newly appointed Chief Information Commissioner of Maharashtra.

A. N. Vitthal	B. G. Sridharan
C. V. S. Sampath	D. Ratnakar Gaikwad

47. FDA stands for _____

A. Food & Diet Administration	B. Food & Drug Administration
C. Food & Drug Authority	D. Food & Drug Authenticity

48. _____ is the Guardian Minister of Gadchiroli District of Maharashtra.

A. R. R. Patil	B. G. R. Patil
C. V. R. Patil	D. Satej Patil

49. NFDC stands for _____

A. National Film Division Corporation	B. National Film Division Centre
C. National Film Development Corporation	D. National Film Data Corporation

50. Current Minister of Information & Broadcasting of India _____

A. Manish Soni	B. Ambika Soni
C. Manish Tiwari	D. Pakash Javadekar

PGDAM II

SEAT NO. _____

UNIVERSITY OF MUMBAI
GARWARE INSTITUTE OF CAREER EDUCATION & DEVELOPMENT
ENTRANCE EXAMINATION
P.G. DIPLOMA IN ADVERTISING & MEDIA (PGDAM)
SECOND ROUND

DATE : 02-Aug-14

TIME : 11.00 AM TO 12.00 NOON

MARKS : 50

Note : a) Put Write (✓) mark for correct answer.

b) Each question carries ONE marks.

1. 'Hum hain na' this tagline is for _____ brand

A. SBI	B. ICICI bank
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2. The musical track or song that includes or compliments the tagline in the campaign is called the:

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A. Barkha Dutt	B. Vikram Chandra
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UNIVERSITY OF MUMBAI
GARWARE INSTITUTE OF CAREER EDUCATION & DEVELOPMENT
P.G. DIPLOMA IN ADVERTISING AND MEDIA
ENTRANCE EXAM

DATE : 06-Jul-13

TIME : 11.00AM TO 12.00 NOON

MARKS : 50

1. Who would normally be responsible for developing the creative brief in an advertising agency?
A. Account Planner
B. Creative Director
C. Media Planner
D. Account Executive
2. Who has been described as the 'Father of Modern Advertising'?
A. Sir Martin Sorrel
B. David Ogilvy
C. Bill Bernbach
D. Sir John Hegarty
3. Piyush Pandey is Creative Director of which advertising agency?
A. JWT
B. Lintas
C. Mudra
D. Ogilvy
4. ZooZos are advertisement characters promoted by _____
A. Docomo
B. Vodafone
C. Idea
D. Airtel
5. "Open Happiness" is global advertising campaign of _____
A. Pepsi
B. Coca Cola
C. Fanta
D. Mountain Dew
6. Which article of Indian constitution provides the provisions related to freedom of speech and expression?
A. 36
B. 19
C. 8
D. 14
7. The role of advertising is to _____
A. Engage audiences
B. Stimulate audiences
C. Inform audiences
D. Remind audiences
8. Infomercials often resemble other types of television shows, including.
A. Live, audience-participation shows
B. News Show
C. Talk show Bureau
D. All of these

9. Did you like _____ music they played at the dance? Use article.
- A. the
B. an
C. a
D. none of the above
10. It's a lovely day today, _____ Use question tag.
- A. is it?
B. isn't it?
C. it is!
D. none of the above
11. The opposite of the adjective alive is:
- A. Dying
B. Living
C. Dead
D. Live
12. USP stands for:
- A. Unified selling proposition
B. Unique selling proposition
C. Unique standard process
D. Unique selling promise
13. _____ is tagline of Star Plus.
- A. Rishta Wahi Soch Nayi
B. Haqeeqat Jaisi Khabar Waisi
C. Aapka Fayda
D. Sabse Tez
14. "First in business worldwide" is tagline of _____.
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D. BBC World News
15. PTI stands for _____.
- A. Press Trust of India
B. Punjab Technical Institute
C. Physical Training Institute
D. Press Times of India
16. Jeeturaaj is a famous RJ of _____.
- A. Fever FM 104
B. Radio City 91.1
C. Radio Mirchi 98.3
D. Red FM 93.5
17. Who is known as Father of Indian Cinema?
- A. Torney
B. Satyajit Ray
C. Dada Saheb Phalke
D. Natraj Mudaliar
18. Colors TV Channel is part of _____ group.
- A. Viacom 18
B. Star
C. Zee
D. None of the above

19. JWT stands for _____
- A. J. Walter Thompson
B. James William Thompson
C. J. Wetson Thompson
D. None of these
20. Complete the title of Chetan Bhagat's book: Five Point ...
- A. Safari
B. Syndrome
C. Summary
D. Someone
21. Which Newspapers has its headquarters located in Mumbai _____
- A. Times of India
B. Hindustan Times
C. Dainik Bhaskar
D. Statesman
22. Which brand of adhesive has two elephants as its logo
- A. Mr. Fixit
B. Feviquick
C. Fevicol
D. Fevisol
23. Which medium is used for advertising?
- A. Television
B. Billboards
C. Internet
D. All of the above
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- A. E
B. M
C. I
D. W
25. TRP stands for _____
- A. Television Research Points
B. Television Rating Pulse
C. Television Rating Points
D. Television Rating Position
26. NFDC stands for _____
- A. National Film Division Corporation
B. National Film Division Centre
C. National Film Development Corporation
D. National Film Data Corporation
27. Who is director of Aashiqui 2:
- A. Mahesh Manjrekar
B. Mohit Suri
C. Mahesh Bhatt
D. Vikram Bhatt

28. VAT stands for _____.
- A. Value Added Tax
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C. Value Added Tip
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D. None of the above
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- A. Coca-Cola
B. Limca
C. Pepsi
D. Mountain Dew
34. BBC stands for?
- A. British Beverages Corporation
B. Bombay Broadcasting Corporation
C. British Broadcasting Corporation
D. None of the above
35. The word Copywriter means _____.
- A. Someone who makes copies
B. Someone who does copyrights, trademarks and patents
C. Someone who writes advertisement
D. None of these

36. STAR stands for _____
A. Satellite Transmission for the Asian Region
B. Satellite Television for the Asian Region
C. Satellite Television for the Asian Radar
D. Subscribed Television for the Asian Region

37. SAB TV is abbreviation of _____
A. Sony Adhikari Brothers
B. Sony Abbot Broadcasting
C. Sri Adhikari Brothers
D. None of these

38. National Song of India is :
A. Jana-Gana-Mana
B. Sare Jahan Se Achcha
C. Vande Mataram
D. Ye Desh hai Veer Jawanon Ka

39. Who played role of Manya Surve in Shoot Out at Wadala.
A. Anil Kapoor
B. John Abraham
C. Arjun Rampal
D. Ajay Devgan

40. Gondia is the one of the District of _____
A. Marathawada
B. Vidharbaha
C. Konkan
D. North Maharashtra

41. Bigg Boss is hosted by _____
A. Amitabh Bachchan
B. Salman Khan
C. Shahrukh Khan
D. Archana Puran Singh

42. KBC stand for _____
A. Kaun Banega Comedy
B. Kaun Banega Crorepati
C. Kaun Banega Candy
D. Kaun Banayega Crore

43. 26 January is India's _____,
A. Independence Day
B. Bank Closing Day
C. Republic Day
D. Liberation Day

44. ONGC stands for _____.
- A. Oil and Neutral Gap Corporation Ltd. B. Ozone and Natural Gas Corporation Ltd.
C. Oil and Natural Gas Corporation Ltd. D. Oil and Natural Gale Corporation Ltd.
45. How many notes are there in the Sargam _____.
- A. 5 B. 12
C. 6 D. 7
46. _____ is considered the architect of India's 'White Revolution'.
- A. Verghese Kurien B. Verghese Cherian
C. Vivian Kurien D. Anthony Cherian
47. Final artwork is done by _____ department of ad agency.
- A. Copy dept. B. Audio-visual dept.
C. Clint servicing dept. D. Art dept.
48. ASCI is abbreviation of _____.
- A. Advertising Standards Committee Of India B. Advance Standards Council Of India
C. Advertising Standards Council Of India D. Advertising Sales Council Of India
49. Constitution of India is written by _____.
- A. Sardar Patel B. Mahatma Gandhi
C. Pt. Jawaharlal Nehru D. Dr. Babasaheb Ambedkar
50. Ramayana was written by _____.
- A. Valmiki B. Agastya
C. Gautam Muni D. Ved Vyas

UNIVERSITY OF MUMBAI
GARWARE INSTITUTE OF CAREER EDUCATION & DEVELOPMENT
P.G. DIPLOMA IN ADVERTISING AND MEDIA
ENTRANCE EXAM

DATE : 07-Jul-12

TIME : 11.00AM TO 12.00 NOON

MARKS : 50

1. _____ is a newly appointed Chief election Commissioner of India.

A. N. Vitthal	B. G. Sridharan
C. V. S. Sampath	D. Ratnakar Gaikwad

2. Which is the official advertising agency of the Indian Government?

A. Advertising and Information	B. Doorsanchar Aur Vigyapan Prakashan
C. Directorate of Audio Visual Publicity	D. None of the above

3. Rupert Murdoch is an _____ citizen.

A. Indian	B. Australian
C. Italian	D. American

4. Did you like _____ music they played at the dance? Use article.

A. the	B. an
C. a	D. none of the above

5. It's a lovely day today, _____ Use question-tag.

A. is it?	B. isn't it?
C. it is!	D. none of the above

6. The opposite of the adjective alive is :

A. dying	B. living
C. dead	D. live

7. The opposite of the adjective blunt is :

A. soft	B. elastic
C. sharp	D. flexible

8. _____ is slogan of the IBN7.

A. Khabar Har Keemat Par	B. Haqeeqat Jaisi Khabar Waisi
C. Aapka Fayda	D. Sabse Tez

9. "First in business worldwide" is tagline of _____

A. Zee Business	B. CNBC
C. NDTV Profit	D. BBC World News

10. The first Indian sponsored programme in the National Network was _____

A. Buniyaad	B. Yeh jo hai zindagi
C. Hum Log	D. Dekh Bhai Dekh

11. Radio Mirchi is part of _____ group

A. Bennett & Coleman	B. Star Group
C. Sony Entertainment Television	D. Zee

12. _____ is the Chairperson of Idea Cellular.

A. Azim Premji	B. Sunil Mittal
C. Kumar Mangalam Birla	D. Chanda Kochhar

13. Zoom TV is part of _____ group

A. The Times Group	B. Star Group
C. Zee	D. None of the above

14. Reliance MediaWorks Ltd was formerly known as _____

A. Mirchi Movies Ltd.	B. Adlabs Films Ltd.
C. Red Chillies Entertainment	D. Eros Cinema

15. Complete the title of Obama's book: Dreams...

A. of Hope	B. from My Father
C. of Change	D. of my Childhood

16. Zee TV and Dainik Bhaskar formed a joint venture and launched the English daily broadsheet

A. Times of India	B. Hindustan Times
C. Indian Express	D. DNA

17. In the logo of which Indian bank would you find the picture of Hindu Goddess Lakshmi?

A. Canara Bank	B. Dena Bank
C. Bank of Baroda	D. State Bank of India

18. Which medium is used for advertising?

A. Television	B. Billboards
C. Internet	D. All of the above

19. What letter appears on screen when you are using Microsoft Internet Explorer?

A. E	B. M
C. I	D. W

20. TRP stands for _____

A. Television Research Points	B. Television Rating Pulse
C. Television Rating Points	D. Television Rating Position

21. The Prasar Bharati is the _____ broadcaster of the country.

A. Public Sector	B. Private Sector
C. Sole Proprietorship	D. None of above

22. _____ is a newly appointed Chief Information Commissioner of Maharashtra.

A. N. Vitthal	B. G. Sridharan
C. V. S. Sampath	D. Ratnakar Gajkwad

23. FDA stands for _____

A. Food & Diet Administration	B. Food & Drug Administration
C. Food & Drug Authority	D. Food & Drug Authenticity

24. _____ is the Guardian Minister of Gadchiroli District of Maharashtra.

A. R. R. Patil	B. G. R. Patil
C. V. R. Patil	D. Satej Patil

25. NFDC stands for _____

A. National Film Division Corporation	B. National Film Division Centre
C. National Film Development Corporation	D. National Film Data Corporation

26. The musical track or song that includes or compliments the tagline in the campaign is called the:

A. Jingle	B. Song
C. Tune	D. Music track

27. VAT stands for _____

A. Value Added Tax	B. Value Additional Tax
C. Value Added Tip	D. Value Added Test

28. Sonchit Sen Gupta designed the famous Sunflower logo of _____.

A. Saffola	B. Orchids
C. Wipro	D. Gemini Sunflower Oil

29. Which one of the following is not a part of the TATA group:

A. Tanishq	B. Titan
C. Croma	D. Taza tea

30. In TRAI 'T' means _____.

A. Telephone	B. Television
C. Total	D. Telecom

31. Colors channel is part of _____ group.

A. Viacom 18	B. Star Group
C. ZEEL	D. Bennett & Coleman

32. _____ is the advertising slogan of Nokia.

A. Connecting people	B. Connecting everyone
C. Get connected	D. None of the above

33. "Piyo sar uthake" was slogan of _____.

A. Coca-Cola	B. Limca
C. Pepsi	D. Mirinda

34. What is the similarity between Crossword and Amazon?

A. Books	B. America
C. Technology	D. None of the above

35. The President Pratibhatai Patil hails from _____.

A. Malegaon	B. Sangli
C. Jalgaon	D. Satara

36. Loop Mobile was formerly known as _____

A. Hutch	B. BPL Mobile
C. Virgin	D. Idea

37. STAR stands for _____

A. Satellite Transmission for the Asian Region	B. Satellite Television for the Asian Region
C. Satellite Television for the Asian Radar	D. Subscribed Television for the Asian Region

38. The exchange value of the product is called _____

A. Price	B. Money
C. Value	D. Discount

39. The two national news agencies are:

A. Reuters and AFP	B. Bloomberg and Associated Press
C. PTI and UNI	D. None of the above

40. _____ played a major role in Welcome to Sajjangarh movie.

A. Raam Khare	B. Shreyas Talpade
C. Dheeraj Ambade	D. John Ibrahim

41. *Gondia* is the one of the District of _____

A. Marathawada	B. Vidharbaha
C. Konkan	D. North Maharashtra

42. Following two Ex- Chief Ministers alleged involved in the *Adarsh* Scam.

A. Shushilkumar Shinde & Vilasrao Deshmukh	B. Ashok Chavan & Prithviraj Chavan
C. Konkan	D. North Maharashtra

43. Business Line Newspaper belongs to _____ the Hindu groups.

A. The Times of India	B. The Indian Express
C. Lokmat	D. The Hindu

44. Pulsar named two wheeler produces _____

A. Bajaj Auto	B. TVS Auto
C. Mahendra Auto	D. TATA Auto

45. ONGC stands for _____

A. Oil and Neutral Gap Corporation Ltd.	B. Ozone and Natural Gas Corporation Ltd.
C. Oil and Natural Gas Corporation Ltd.	D. Oil and Natural Gale Corporation Ltd.

46. Green revolution was started by

A. Norman Borlaugh	B. Normal Carmel
C. Js. Wesley	D. None of these

47. _____ is considered the architect of India's 'White Revolution'.

A. Verghese Kurien	B. Verghese Cherian
C. Vivian Kurien	D. Anthony Cherian

48. Final artwork is done by _____ department of ad agency.

A. Copy dept.	B. Audio-visual dept.
C. Clint servicing dept.	D. Art dept.

49. _____ mean it is the result and outcome of mutual understanding derived from the process of sharing common interest.

A. Relation	B. Outcome
C. Intervention	D. None of these

50. The main element in a Communicator is his _____

A. Personality	B. Voice
C. Vice	D. Message

* *

P. G. D. A. M.

Seat No:- _____

UNIVERSITY OF MUMBAI
GARWARE INSTITUTE OF CAREER EDUCATION & DEVELOPMENT
P.G. DIPLOMA IN ADVERTISING & MEDIA
ENTRANCE EXAM

DATE : 06-08-2011

TIME : 11 AM TO 12.00 NOON

MARKS : 50

ANSWER ANY 25 QUESTIONS:

1. Brand Recall is _____

A. When you recall a brand due to its image	B. When you recall a brand due to its category
C. When you recall a brand due to its company	D. None of the above

2. FDA stands for _____

A. Food & Diet Administration	B. Food & Drug Administration
C. Food & Drug Authority	D. Food & Drug Authenticity

3. Choose the one odd one out:

- a) Air India - Maharaja
- b) Asian Paints - Gattu
- c) Onida - Fido Dido
- d) Kelvinator - Penguin

A. (d)	B. (a)
C. (a)	D. (c)

4. _____ is a famous brand that got its name from a Sanskrit word which means "Priceless"?

A. Saffola	B. Amul
C. Vatika	D. Dabur Chyawanprash

5. What is meant by a target market _____

A. The consumers for whom the product has been developed	B. The promotions which the firm chooses to increase the sales of the product
C. The shops that sell the product	D. The producers who produce the product

6. Which one of the following product Shahid Kapoor never endorsed _____

A. VIP Luggage	B. Levi Strauss
C. Thums up	D. Complian

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14. Choose the one odd one out:-

- a) Nike - just Do It
- b) KFC - Finger Licking Good
- c) Kit Kat- Just Take A Break
- d) Cadburys - Kuch Meetha Ho Jaye

A. (b)	B. (d)
C. (a)	D. (c)

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A. Advertising Standards Council of India	B. Advertising Standards Corporation of India
C. Agencies Standards Council of India	D. Advertising Setup Council of India

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A. Price	B. Money
C. Value	D. Discount

23. The _____ has guidelines for financial communication, especially advertising and promotional materials.

A. SEBI	B. RBI
C. IRDA	D. None of the above

24. The two national news agencies are:

A. Reuters and AFP	B. Bloomberg and Associated Press
C. PTI and UNI	D. None of the above

25. Who amongst the following is an ad film maker?

A. Piyush Pandey	B. Alyque Padamsee
C. Praseon Pandey	D. All of the above

26. Sabeer Bhatia and Jack Smith co-founded _____, the famous e-mail software technology.

A. Hotmail	B. Gmail
C. Yahoo	D. None of the above

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32. The opposite of the adjective blunt is :

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C. sharp	D. flexible

33. Far as a comparative adjective becomes :

A. farther	B. furer
C. far	D. flexible

34. Mount Everest is _____ Mount Snowdon. Use comparative adjective.

A. higher than	B. higher of
C. high than	D. none of the above

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38. Which is the leading search engine released recently by Microsoft?

A. Yahoo	B. Google
C. Bing	D. Mozilla

39. Which one of the following is not an example of an extension in a URL?

A. .gov	B. .edu
C. .npr	D. .com

40. Radio Mirchi is part of _____ group

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41. _____ is Chairperson of Idea Cellular.

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UNIVERSITY OF MUMBAI
GARWARE INSTITUTE OF CAREER EDUCATION & DEVELOPMENT
POST GRADUATE DIPLOMA IN ADVERTISING & MEDIA
ENTRANCE EXAM

DATE : 23/ 8/ 2010

TIME : 11 AM. TO 12 PM.

MARKS 50

- Answer any 25 questions

1. National Anthem was written by.

- a) Bankim Chandra Chattopadhyaya b) Rabindranath Tagore
c) Maithilicharan Gupta d) None of these

2. Commercial significant news coverage in newspaper is called

- a) Paid news b) Editorial c) Publicity d) Sponsored Feature

3. Satellite Communication used in TV works on bonds

- a) 10-12GHz b) 500MHz c) 10-12MHz d) 1-2GHz

4. SMS stands for

- a) Short Mail Service b) Short Message Script
c) Short Message Service d) None of these

5. Aspect ratio of a television is

- a) 4:3 b) 5:4 c) 10:5 d) None of these

6. Resolution of a monitor in PC is

- a) 648:1176 b) 400:600 c) 500:700 d) None of these

7. PTI stands for

- a) Post and Telegraph India b) Press Transport India
c) Post and Telecom India d) Press Trust of India

8. Reuters is

- a) Pen brand b) News agency HQ in UK
c) News Agency HQ in USA d) Authors association

9. Full form of IMRB is

MAHARAJA

10. Which one of the following is not a benefit of direct marketing?
- a) Immediate response
 - b) Inter-active
 - c) Convenience
 - d) Assist client response
11. What is the goal of relationship marketing?
- a) Increase Sales
 - b) Improve profits
 - c) Develop strategic partnership with valued customers
 - d) Encourage intilisation of products of over lifespan of consumer
12. Which of the following are two facets of personal selling?
- a) Promotion precision & message precision
 - b) Sales precision and advertising precision
 - c) Target precision and message precision
 - d) Message precision and Target precision
13. The first newspaper published in India was in
- a) 1838
 - b) 1938
 - c) 1900
 - d) 1875
14. Cherry picking is
- a) Eat cherries from a cake
 - b) Bargaining by going from store to share
 - c) Use best advertisement media
 - d) Pluck cherries from a tree
15. _____ provides opportunity to demonstrate features of a product to facilitate immediate purchase.
- a) Direct Mail
 - b) Point of sales display
 - c) Radio
 - d) Word of month
16. Blue Ray is
- a) Sharing razor
 - b) Video player
 - c) Apparel brand
 - d) None of these
17. Annual Advertising extravaganza in India was held at
- a) New Delhi
 - b) Mumbai
 - c) Kolkata
 - d) Goa
18. Which of the following is known for advertising awards?
- a) Cannes
 - b) Academy
 - c) Loinnes
 - d) Film fare
19. National Readership Survey 2006 presented interesting data. It reveals.
- a) Television viewers are more than newspaper readers.
 - b) Cinema going has increased.
 - c) Indian Language newspaper has achived
 - d) FM Radio listeners are stagnating at 10 crores.

20. Development Journalism is

- a) Development of Journalism.
- b) Active participation of deprived advocating their coverage
- c) Journalism of developing economies

21. Choupal is

- a) Grampanchayat meeting place
- b) Place in villages to discuss Govt.'s rural schemes
- c) ITC initiative for farmers
- d) Govt. initiative for farmers

22. Total member of TV channel available in India are

- a) 100-150
- b) 151-200
- c) 201-400
- d) more than 400

23. Agency of the year Cannes award went to

- a) Leo Burnett Sydney
- b) Abbotl mead Vickers London
- c) BBDO
- d) Almapp BBDO, Saspaulo

24. Foodless is introduced by

- a) HUL
- b) Nestle
- c) Horlicks
- d) Britannia

25. Mystery Shampoo campaign was initiated by

- a) HUL
- b) P & &
- c) Dabur
- d) Himalaya

26. Managing director, CEO of Tata Motors is

- a) Ratan Tata
- b) Ravi Kant
- c) Krishnakumar
- d) Carl-Peter Forster

27. i 5 is

- a) Internet Protocol
- b) Microprocessor Chip
- c) Personal Computer Company
- d) BPO Company

28. Maharashtra state was founded in

- a) 1949
- b) 1960
- c) 1966
- d) 1947

29. Latest entrant in personal product market is

- a) Dabur
- b) Marico
- c) ITC
- d) Emami

30. All Blackberry mobile operation are by

- a) Research in Motion
- b) Chinese Company
- c) Bharti Airtel
- d) Ericsson Sweden

31. The worldwide financial downturn was caused due to

- a) weak control on financial institution
- b) Increase in unemployment
- c) Money laundering
- d) Fall in production due to productivity

32. What is true?

- a) India's Imports are more than exports
- b) India's exports are more than imports
- c) India's trade balance is positive
- d) Govt. of India's annual budget is surplus

33. NREGA is

- a) Govt. scheme for rural employment scheme for
- b) Economic Guarantee of assets
- c) Radiation Energy Guarantee Association
- d) Rural Economy Govt. Association

34. Piyush Pandey is an

- a) Eminent author poet
- b) Advertising personality
- c) Minister in U.P. Govt.
- d) NRI Advertising Director

35. Exchange 4 media is

- a) TV channel company
- b) Portal
- c) News agency
- d) Social site

36. Micra is

- a) Car brand of Nissan
- b) Skin care cream
- c) High end accessory brand
- d) Jewellery brand

37. Fuji is brand of

- a) Laptop
- b) PCs
- c) Photo film
- d) Domestic appliances
