100		
SEAT	MO	
SEAI	NO.	

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

DATE: 29-JUL	-17 TIME: 11.0	0 AM	TO 12.00 NOON	MARKS: 50
	Put Write (√) mark for correct Each question carries ONE mark		Bell is bollow the 'cours, and	
1. HE	O Stands for		······································	
	A. Home Box Office C. Hollywood Box Office		B. Home Bollywood Office D. None of these	
2. UN	NDP stands for		- months	
	A. United Nations Developm Program	nent	B. Union of Nations for Development of Programs	
	C. United National Development Program	ment	D. None of these	
3. Na	me the Advertising Agency of the l	orand Fe	vicol	
	A. Lowe Lintas	B.	Ogilvy and Mather	
	C. McCann Erickson	D. R	Lediffusion	
4. Na	me the NDTV Anchor of the Show	'Hum L	og'	
	A. Barkha Dutt	B.	Vikram Chandra	
	C. Pankaj Pachauri	D. R	avish Kumar	
5. Wh	ich player won the 'Golden Boot'	award in	FIFA 2014?	
	A. Lionel Messi, Argentina	B.	Thomas Mueller, Germany	
	C. Neymar, Brazil	D. J	ames Rodriguez, Colombia	

A. Arvind Sharma	B. Pratap Bose
C. Piyush Pandey	D. Srinivasan Swamy
Ium hain na' this tagline is for	brand.
A. SBI	B. ICICI bank
C. Axis bank	D. Standard Chartered
ne musical track or song that included the: A. Jingle	des or compliments the tagline in the can B. Song
C. Tune	D. Music track
ST stands for	
A. Goods and Services Tax	B. Google Server Type
C. Good Service of TATA	D. None of these
ombhit Sen Gupta designed the far	mous Sunflower logo of
A. Saffola	B. Orchids
C. Wipro	D. Gemini Sunflower Oil
Thich one of the following is not a A. Tanishq	part of the TATA group: B. Titan
C. Croma	D. Taza tea
TRAI 'T' means	D. Television
A. Telephone	B. Television D. Telecom
C. Total	

A. Viacom 18	B. Star Group
C. ZEEL	D. Bennett & Coleman
	is the new tagline of Vivo mobile
A. Look at me	B. Camera & Music
C. Music masti	D. None of the above
yo sar uthake" was slogan	of
. Coca-Cola	B. Limca
. Pepsi	D. Mirinda
A. Books C. Technology	B. America D. None of the above
Service Conve	fficer of Google?
A) Sunder Pichai	B) Sunder Madhavan D) Sunder Mohan
A) Sunder Pichai C) Sunder Rajdeep	D) Sunder Mohan
A) Sunder Pichai C) Sunder Rajdeep	D) Sunder Mohan
A) Sunder Pichai C) Sunder Rajdeep op Mobile was formerly k	D) Sunder Mohan
C) Sunder Rajdeep op Mobile was formerly k A. Hutch	D) Sunder Mohan nown as B. BPL Mobile D. Idea
A) Sunder Pichai C) Sunder Rajdeep op Mobile was formerly k A. Hutch C. Virgin	D) Sunder Mohan nown as B. BPL Mobile D. Idea

1.	Price	B. Money
C.	Value	D. Discount
he	two national news agencies are	rout with zing
A	. Reuters and AFP	B. Bloomberg and Associated Pre
C	. PTI and UNI	D. None of the above
	played a major	role in Welcome to Sajjanpur movie.
	A. Raam Khare	B. Shreyas Talpade
-	C. Dheeraj Ambade	D. John Ibrahim
on	adia is the one of the District of	-
	A. Marathawada	B. Vidharbaha
	A. Marathawada C. Konkan	B. Vidharbaha D. North Maharashtra
	C. Konkan	
	C. Konkan	D. North Maharashtra
	C. Konkan Following two Ex- Chief Mi A. Shushilkumar Shinde &	D. North Maharashtra nisters alleged involved in the <i>Adarsh</i> S B. Ashok Chavan & Prithviraj
	C. Konkan Following two Ex- Chief Mi A. Shushilkumar Shinde & Vilasrao Deshmukh	D. North Maharashtra nisters alleged involved in the <i>Adarsh</i> S B. Ashok Chavan & Prithviraj Chavan D. North Maharashtra
	C. Konkan Following two Ex- Chief Mi A. Shushilkumar Shinde & Vilasrao Deshmukh C. Konkan	D. North Maharashtra nisters alleged involved in the <i>Adarsh</i> S B. Ashok Chavan & Prithviraj Chavan D. North Maharashtra
	C. Konkan Following two Ex- Chief Mi A. Shushilkumar Shinde & Vilasrao Deshmukh C. Konkan Business Line Newspaper be	D. North Maharashtra nisters alleged involved in the Adarsh S B. Ashok Chavan & Prithviraj Chavan D. North Maharashtra longs to the groups.
	C. Konkan Following two Ex- Chief Mi A. Shushilkumar Shinde & Vilasrao Deshmukh C. Konkan Business Line Newspaper bed A. The Times of India	D. North Maharashtra nisters alleged involved in the Adarsh S B. Ashok Chavan & Prithviraj Chavan D. North Maharashtra longs to the groups. B. The Indian Express D. The Hindu
	C. Konkan Following two Ex- Chief Mi A. Shushilkumar Shinde & Vilasrao Deshmukh C. Konkan Business Line Newspaper bel A. The Times of India C. Lokmat	D. North Maharashtra nisters alleged involved in the Adarsh S B. Ashok Chavan & Prithviraj Chavan D. North Maharashtra longs to the groups. B. The Indian Express D. The Hindu

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	
Bennet & Coleman publishes which newspar	per?	
A. The Hindustan Times	B. The Times of India	
C. DNA	D. The Indian Express	
. The TV Channel National Geographic is ow	ned by	
A. Ted Turner Group	B. BBC Group	
C. Star T V Group	D. Warner Brothers Group	
A. Jain TV	B. BBC	
C. Star T V	D. ZEE	
C) act of seducing the liberty of the print media The founder of network 'facebook' is	D) the seditious encounter of characters in a media story	
A. Mark Zuckerberg	B. Bill Gates	
C. Time Berners Lee	D. Julian Assang	
. PTI is a	all albat to as and a lawsin.	
A. News Paper	B. News Channel	
C. News Agency	D. News Portal	
Facebook is a		
A. Social Portal	B. Social Website	
C. Social Blog	D. Social Network	
5. The educational channel of AIR	and the second second	
A. Yuva Vani	B. Akash Vani	
C. Gyan Vani	D. Udyog Vani	

A. Indian Advertising Agency	B. Indian Advertising
C. Indian Advertising	D. Indian Agency of
C. mulan Advertising	Advertising
The India's first Advertising Agency was lau	nched in
A. New Delhi	B. Mumbai
C. Calcutta	D. Madras
The ABC is the authority that regulates advert	tising. The full form of ABC is_ B. Audit Before Circulation
C. After Broadcast Circulation	D. Audit Broadcast
C. Mile Broadast Chesianen	Circulate
A. Advertising Standards Council of IndiaC. Advertising Standards	B. Audit Standards Council India D. Audit Standards Council
Circulation of India	of India
PRSI Means	a decision to the interest
A. Public Relations Society of India	B. Postal Relation Society o India
C. Publicity Relations Society of	D. Public Relationship
India	Society of India.
The National Flower of India is	·
A. Rose	B. Jasmine
C. Lotus	D. Lilly
Which of these is not an Airline Company?	
A. Spice Jet	B. Indigo
C. Air India	D. Kingspice
The Signatory of Indian Currency is	
A. Prime Minister	B. President
C. Governor of New Delhi	D. None of These

A. Finance Minister	B. Frequency Minister
C. Frequency Mode	D. Frequency Modulation
Slum Dog Millionaire was directed by	·
A. Danny Boyle	B. Danny Boil
C. Dany Boyle	D. Danny Boile
Γhe acronym of STAR is	
A. Swift Television and Reaction	B. Swift Television for Asia Region
C. Satellite Television for Asian Region	D. Satellite Television Asian Reaction
1100.01	
A lot can happen over coffee' is the slogan	D C C/ C C D
A lot can happen over coffee' is the slogan of A. Coffee Café Day C. Coffee Coffee Day	D C C/ C C D
A. Coffee Café Day C. Coffee Coffee Day I'm lovin it' is the slogan of A. KFC	B. Café Coffee Day D. Cafe Coffee Daily B. Mac Donald
A. Coffee Café Day C. Coffee Coffee Day I'm lovin it' is the slogan of	B. Café Coffee Day D. Cafe Coffee Daily
A. Coffee Café Day C. Coffee Coffee Day I'm lovin it' is the slogan of A. KFC	B. Café Coffee Day D. Cafe Coffee Daily B. Mac Donald D. BATA
A. Coffee Café Day C. Coffee Coffee Day I'm lovin it' is the slogan of A. KFC C. TATA	B. Café Coffee Day D. Cafe Coffee Daily B. Mac Donald D. BATA
A. Coffee Café Day C. Coffee Coffee Day I'm lovin it' is the slogan of A. KFC C. TATA Take Care' is the slogan of	B. Café Coffee Day D. Cafe Coffee Daily B. Mac Donald D. BATA
A. Coffee Café Day C. Coffee Coffee Day I'm lovin it' is the slogan of A. KFC C. TATA Take Care' is the slogan of A. Garnier C. Panasonic	B. Café Coffee Day D. Cafe Coffee Daily B. Mac Donald D. BATA B. Sony
A. Coffee Café Day C. Coffee Coffee Day I'm lovin it' is the slogan of A. KFC C. TATA Take Care' is the slogan of A. Garnier C. Panasonic	B. Café Coffee Day D. Cafe Coffee Daily B. Mac Donald D. BATA B. Sony D. LG

7/7

GA	T RWARE INSTITUT		R EDUCATION & DEVEL CRTISING AND MEDIA AM)	
DATE: 00	6-Aug-16 T	'IME: 11.00AM	TO 12.00 NOON	MARKS: 50
NOTE:	➤ Put Write (√			
1.	The musical track or so called the:	ong that includes or	compliments the tagline in the can	npaign is
	A. Jingle		B. Song	
	C. Tune		D. Music track	
2.	VAT stands for			
	A. Value Added	Гах	B. Value Additional Tax	
	C. Value Added	Тір	D. Value Added Test	
3.	Sombhit Sen Gupta de	signed the famous S	unflower logo of	
	A. Saffola	F	3. Orchids	
	C. Wipro		D. Gemini Sunflower Oil	
4.	Which one of the follo	wing is not a part of	the TATA group:	
	A. Tanishq	1.3 i	3. Titan	
	C. Croma	I). Taza tea	
5.	In TRAI 'T' means			
	A. Telephone	F	B. Television	
	C. Total	I	D. Telecom	
6.	Colors channel is part	of group.		
	A. Viacom 18		B. Star Group	
	C. ZEEL	I	D. Bennett & Coleman	
7.	is the advertis	sing slogan of Nokia		

A. Connecting people

C. Get connected

B. Connecting everyone

D. None of the above

riyo sar umake was siogan or _	The state of the s
A. Coca-Cola	B. Limca
C. Pepsi	D. Mirinda
What is the similarity between Cr	
A. Books	B. America
C. Technology	D. None of the above
The Ex-President Pratibhatai Pati	hails from
A. Malegaon	B. Sangli
C. Jalgaon	D. Satara
Loop Mobile was formerly known A. Hutch	B. BPL Mobile
C. Virgin	D. Idea
C. Satellite Television for the Asian Radar The exchange value of the produc	D. Subscribed Television for the Asian Region et is called
A. Price	B. Money
C. Value	D. Discount
The two national news agencies a	are:
A. Reuters and AFP	B. Bloomberg and Associated Pres
C. PTI and UNI	D. None of the above
played a maj	or role in Welcome to Sajjanpur movie.
A. Raam Khare	B. Shreyas Talpade
C. Dheeraj Ambade	D. John Ibrahim
Gondia is the one of the District	of
A. Marathawada	B. Vidharbaha
C. Konkan	D. North Maharashtra

A. Shushilkumar Shinde &	B. Ashok Chavan & Prithviraj
Vilasrao Deshmukh	Chavan
C. Konkan	D. North Maharashtra
Business Line Newspaper belongs	to the Hindu gro
A. The Times of India	B. The Indian Express
C. Lokmat	D. The Hindu
Pulsar named two wheeler produce	s
A. Bajaj Auto	B. TVS Auto
C. Mahendra Auto	D. TATA Auto
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.
Green revolution was started by	·
A. Norman Borlaugh	B. Normal Carmel
C. Js. Wesley	D. None of these
is considered t	the architect of India's 'White Revolution'.
A. Verghese Kurien	B. Verghese Cherian
C. Vivian Kurien	D. Anthony Cherian
Final artwork is done by	department of ad agency.
A. Copy dept.	B. Audio-visual dept.
C. Clint servicing dept.	D. Art dept.
	the result and outcome of mutual understanding
derived from the process of sharing	g 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 agen	cy 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 likemusic they play	ed 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. T	he opposite of the adjective alive is:	
A. dyir	ng	B. living
C. dead	d	D. live
32.	The opposite of the adjective blunt is	:
A. soft		B. elastic
C. shar	-p	D. flexible

53.	is slogan o	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 tagl	line of
	A. Zee Business	B. CNBC
	C. NDTV Profit	D. BBC World News
5.	The first Indian sponsored programn	me in the National Network was
	A. Buniyaad	B. Yeh jo hai zindagi
	C. Hum Log	D. Dekh Bhai Dekh
5.	Radio Mirchi is part of	group
٠.	A. Bennett & Coleman	B. Star Group
	C. Sony Entertainment Television	D. Zee
7.		is the Chairperson of Idea Cellular.
	A. Azim Premji	B. Sunil Mittal
	C. Kumar Mangalam Birla	D. Chanda Kochhar
	Zoom TV is part of	group
	A. The Times Group	B. Star Group
	C. Zee	D. None of the above
	Reliance Media Works Ltd was form	nerly known as
	A. Mirchi Movies Ltd.	B. Adlabs Films Ltd.
	C. Red Chillies Entertainment	D. Eros Cinema
	Complete the title of Obama's book: I	Dreams
	A. of Hope	B. from My Father
	C. of Change	D. of my Childhood

A. Times of India	B. Hindustan Times
C. Indian Express	D. DNA
n the logo of which Indian bank w	yould you find the picture of Hindu Goddess L
A. Canara Bank	B. Dena Bank
C. Bank of Baroda	D. State Bank of India
Which medium is used for advertis	sing?
A. Television	B. Billboards
C. Internet	D. All of the above
	D. W
TRP stands for	
A. Television Research Points	B. Television Rating Pulse
C. Television Rating Points	D. Television Rating Position
The Prasar Bharati is the	broadcaster of the country.
A. Public Sector	B. Private Sector
C. Sole Proprietorship	D. None of above
is a newly appointed	d Chief Information Commissioner of Mahara

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	В.	G. R. Patil	
C.	V. R. Patil	D.	Satej Patil	

50. NFDC stands for _____

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

* *

6

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

		RANCE E	ZAM		
DATE: 2	22-Aug-15 TIME : 11	.00AM T	0 12.0	0 NOON	MARKS: 50
NOTE:	 Do not carry your mobi Put Write (√) mark for Each question carries O 	correct an	swer		
	1. HBO Stands for				
	A. Home Box Office			Home Bollywood Offi	ce
	C. Hollywood Box Office	e	D.	None of these	
	2. UNDP stands for				
	A. United Nations Development Program	lopment	В.	Union of Nations for Development of Programs	
•	C. United National Deve Program	_	D.	None of these	
	3. Name the Advertising Agency of	the brand Fe	vicol _	•	
	A. Lowe Lintas	В. О	Ogilvy a	nd Mather]
	C. McCann Erickson	D. R	ediffusi	on	
	4. Name the NDTV Anchor of the S	how 'Hum L	og'	•	
	A. Barkha Dutt	В. `	Vikram	Chandra	
	C. Pankaj Pachauri	D. R	avish K	umar	
	5. Which player won the 'Golden Bo	oot' award in	FIFA 2	014 ?	
	A. Lionel Messi, Argentina	B.	Thomas	Mueller, Germany	

C. Neymar, Brazil	D. James Rodriguez, Colombia
6. Name the President of Advertising A	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 inclealled the:	udes or compliments the tagline in the campaign
A. Jingle	B. Song
C. Tune	D. Music track
9. VAT stands for	
The Art I Added Toy	B. Value Additional Tax
A. Value Added Tax C. Value Added Tip	D. Value Added Test
	famous Sunflower logo of
	B. Orchids
A. Saffola	
C. Wipro	D. Gemini Sunflower Oil
. Which one of the following is no	t a part of the TATA group:
A. Tanishq	B. Titan
C. Croma	D. Taza tea
777 4.1 (T) cons	
	B. Television
A. Telephone	D. Telecom
C. Total	

Colors channel is part of		group.
A. Viacom 18	B. Star G	roup
C. ZEEL	D. Benne	ett & Coleman
	is the adve	rtising slogan of Nokia.
A. Connecting people	B. Conne	ecting everyone
C. Get connected	D. None	of the above
"Piyo sar uthake" was slogan o		•
A. Coca-Cola	B. Limca	
C. Pepsi	D. Mirinda	
What is the similarity between	Crossword and An	nazon?
A. Books	B. Ame	
C. Technology		e of the above
The former President Pratibha	i Patil hails from	
A. Malegaon	B. Sangli	
C. Jalgaon	D. Satara	
Loop Mobile was formerly kn	wn as	
A. Hutch		_ Mobile
C. Virgin	D. Idea	a
STAR stands for		
A. Satellite Transmission for Asian Region	Re	te Television for the Asian egion
C. Satellite Television for the Asian Radar	A	ribed Television for the sian Region
The exchange value of the pr	duct is called	

A	. Price	B. Money
C	. Value	D. Discount
Th	e two national news agencies are	
A.	Reuters and AFP	B. Bloomberg and Associated Press
C.	PTI and UNI	D. None of the above
-	played a major	role in Welcome to Sajjanpur movie.
	A. Raam Khare	B. Shreyas Talpade
	C. Dheeraj Ambade	D. John Ibrahim
Ge	ondia is the one of the District of	f
	A. Marathawada	B. Vidharbaha
	C. Konkan	D. North Maharashtra
	Following two Ex- Chief M	Scam. Inisters alleged involved in the Adarsh Scam.
	Following two Ex- Chief M A. Shushilkumar Shinde & Vilasrao Deshmukh	Inisters alleged involved in the <i>Adarsh</i> Scam. B. Ashok Chavan & Prithviraj Chavan
	A. Shushilkumar Shinde &	B. Ashok Chavan & Prithviraj
25.	A. Shushilkumar Shinde & Vilasrao Deshmukh C. Konkan	B. Ashok Chavan & Prithviraj Chavan
	A. Shushilkumar Shinde & Vilasrao Deshmukh C. Konkan	B. Ashok Chavan & Prithviraj Chavan D. North Maharashtra
	A. Shushilkumar Shinde & Vilasrao Deshmukh C. Konkan Business Line Newspaper b	B. Ashok Chavan & Prithviraj Chavan D. North Maharashtra pelongs to the groups.
	A. Shushilkumar Shinde & Vilasrao Deshmukh C. Konkan Business Line Newspaper b A. The Times of India C. Lokmat	B. Ashok Chavan & Prithviraj Chavan D. North Maharashtra pelongs to the groups. B. The Indian Express
25.	A. Shushilkumar Shinde & Vilasrao Deshmukh C. Konkan Business Line Newspaper b A. The Times of India C. Lokmat	B. Ashok Chavan & Prithviraj Chavan D. North Maharashtra pelongs to the groups. B. The Indian Express D. The Hindu produces
25.26.	A. Shushilkumar Shinde & Vilasrao Deshmukh C. Konkan Business Line Newspaper b A. The Times of India C. Lokmat Pulsar named two wheeler A. Bajaj Auto C. Mahendra Auto	B. Ashok Chavan & Prithviraj Chavan D. North Maharashtra pelongs to the groups. B. The Indian Express D. The Hindu produces B. TVS Auto D. TATA Auto
25.26.	A. Shushilkumar Shinde & Vilasrao Deshmukh C. Konkan Business Line Newspaper b A. The Times of India C. Lokmat Pulsar named two wheeler A. Bajaj Auto C. Mahendra Auto	B. Ashok Chavan & Prithviraj Chavan D. North Maharashtra pelongs to the groups. B. The Indian Express D. The Hindu produces B. TVS Auto D. TATA Auto & Broadcasting of India
25.26.	A. Shushilkumar Shinde & Vilasrao Deshmukh C. Konkan Business Line Newspaper b A. The Times of India C. Lokmat Pulsar named two wheeler A. Bajaj Auto C. Mahendra Auto	B. Ashok Chavan & Prithviraj Chavan D. North Maharashtra pelongs to the groups. B. The Indian Express D. The Hindu produces B. TVS Auto D. TATA Auto

28.	Bennet & Colema	n publishes w	hich newspap	er?		
	A The I-	linducton Tim		R	The Times o	f India

	1	The Times of India
prigned di	1 17	The second second
A. The Hindustan Times	H.	I BO I BOACH HILLS
I A INABARONICION INNES	1 1 2	2 2 2 4 1 1 2 2 2 2 2 2 3 4 2 3 4 2 4 2 4 4 4 4 4 4
THE FIRE PROPERTY OF THE PROPE	Aug 0	
, , , , , , , , , , , , , , , , , , , ,		
La contraction of the contractio	1	
		The Indian Express
1 4 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	1 2 2	I III. HILIIGH EALDIOD !

29. The TV Channel National Geographic is owned by

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

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

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

31. Akashwani was the name of the radio station in

A. Mysore	B.	Mumbai	
C. Delhi	D.	Madras	

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		В.	News Channel	
1	C. News Agency	L).	News Portal	

34. Facebook is a ______.

A. Social Portal		B. Social Website
C. ocial Blog	D.	Social Network

35. The educational channel of AIR_____.

_	A Yuva Vani	B.	Akash Vani	
C	Gyan Vani	D.	Udyog Vani	

36. The India's first advertising Agency is_____.

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

	A. New Delhi		В.	Mumbai
C.	Calcutta	D.		Madras
The ABC	is the authority that regulates adverti	sing.	Th	e full form of ABC is
[A	A. Audit Bureau of Circulation		В.	Audit Before Circulation
C.	After Broadcast Circulation	D.		Audit Broadcast Circulate
ASCI me		•		•
A	A. Advertising Standards Council of India		В.	Audit Standards Counc
C.	Advertising Standards Circulation of India	D.		Audit Standards Counc of India
PRSI Me				•
A	A. Public Relations Society of India		В.	Postal Relation Society of India
C.	Publicity Relations Society of	D.		Public Relationship
	India			Society of India.
The Nation				Society of India.
	India onal Flower of India is		В.	Jasmine .
	India onal Flower of India is	D.	В.	•
C.	India onal Flower of India is A. Rose Lotus	D.	В.	Jasmine .
C. Which of	India onal Flower of India is A. Rose Lotus These is not an Airline Company?	D.		Jasmine .
C. Which of	India onal Flower of India is A. Rose Lotus	D.		Jasmine Lilly
C. Which of C.	India onal Flower of India is A. Rose Lotus These is not an Airline Company? A. Spice Jet	D.	В.	Jasmine Lilly Indigo
Which of C. The Signs	India onal Flower of India is A. Rose Lotus These is not an Airline Company? A. Spice Jet Air India atory of Indian Currency is	D.	В.	Jasmine Lilly Indigo
Which of C. The Signs	India onal Flower of India is A. Rose Lotus These is not an Airline Company? A. Spice Jet Air India	D.	В.	Jasmine Lilly Indigo Kingspice
Which of C. The Signature C.	India onal Flower of India is A. Rose Lotus These is not an Airline Company? A. Spice Jet Air India atory of Indian Currency is A. Prime Minister	D.	В.	Jasmine Lilly Indigo Kingspice President None of These
C. Which of C. The Signard C.	India onal Flower of India is A. Rose Lotus These is not an Airline Company? A. Spice Jet Air India atory of Indian Currency is A. Prime Minister Governor of New Delhi	D.	В.	Jasmine Lilly Indigo Kingspice President None of These Frequency Minister
C. Which of C. The Signard C.	India onal Flower of India is A. Rose Lotus These is not an Airline Company? A. Spice Jet Air India atory of Indian Currency is A. Prime Minister Governor of New Delhi M Radio Stands for M Radio Stands for	D.	B. B.	Jasmine Lilly Indigo Kingspice President None of These Frequency Minister
The Signar C. FM in FM C.	India onal Flower of India is A. Rose Lotus These is not an Airline Company? A. Spice Jet Air India atory of Indian Currency is A. Prime Minister Governor of New Delhi M Radio Stands for A. Finance Minister	D.	B. B.	Jasmine Lilly Indigo Kingspice President None of These Frequency Minister Frequency Modulation
The Signar C. FM in FM C. Slum Dog	India onal Flower of India is A. Rose Lotus These is not an Airline Company? A. Spice Jet Air India atory of Indian Currency is A. Prime Minister Governor of New Delhi A Radio Stands for A. Finance Minister Frequency Mode	D.	В.	Jasmine Lilly Indigo Kingspice President None of These Frequency Minister Frequency Modulation

Ĺ	46. T	he acr onyi	n of STAR is		
		Λ.	Swift Television and Rea	ction B	. Swift Television for Asia Region
		C.	Satellite Television for A Region	sian D.	
2	47. ' <i>i</i>	A lot can h	appen over coffee' is the	slogan of	0
		Α.	Coffee Café Day	В	. Café Coffee Day
		C.	Coffee Coffee Day	D.	Cafe Coffee Daily
	48. 'I		t' is the slogan of		•
		<u></u>			N.F. D. 11
			KFC		. Mac Donald
		C.	TATA	D.	BATA
	40.65	C.1. (C)	's the shown of		
	49.	ake Care	is the slogan of		•
		Α.	Garnier	T E	3. Sony
		C.	Panasonic	D.	LG
	50. 'I	1	fe' is the slogan of		•
		A.	Nokia	E	3. Sony
		C.	Panasonic	D.	HTC
					:

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

DATE: 08-	Aug-15	TIME: 11.00AM	TO 12.0	00 NOON	MARKS: 50
NOTE:		($$) mark for correct stion carries ONE mar			
		•			
					•
1.	Current Minister	of Information & Broadcas	sting of Ind	lia	
	A. Mani	sh Soni	В.	Ambika Soni	
		ish Tiwari	D.	None of these.	
3.	C. DNA	Hindustan Times National Geographic is ow	D.	The Times of India The Indian Express	
·		Turner Group	B.	BBC Group	
	C. Star	「V Group	D.	Warner Brothers Group	0.
4.	The first Private r	nulti lingual TV Network	of India is	•	
	A. Jain	TV	B.	BBC	
	C. Star		D.	ZEE	
5.	Akashwani was tl	ne name of the radio statio	n in		oor <u>management</u>
	A. Mysc		В.	Mumbai	
	C. Delhi		D	Madras	

The founder of network 'facebook' is		Maria Principa	\$
A. Mark Zuckerberg		B.	Bill Gates
C. Time Berners Lee	D.		
PTI is a			•
A. News Paper		В.	News Channel
C. News Agency	D.		News Portal
Facebook is a			•
A. Social Portal		В.	Social Website
C. Social Blog	D.		Social Network
The educational channel of AIR			_'
A. Yuva Vani		В.	Akash Vani
C. Gyan Vani	D.		Udyog Vani
A. Indian Advertising Agency C. Indian Advertising			Indian Advertising Company Indian Agency of Advertising
C. Indian Advertising	D.		
The India's first Advertising Agency was laund	ched	in _	
A. New Delhi			Mumbai
C. Calcutta	D.		Madras
The ABC is the authority that regulates adverti	sing.	Th	e full form of ABC is
A. Audit Bureau of Circulation			Audit Before Circulation
A. Audit Bureau of Circulation	D.	В.	Audit Before Circulation Audit Broadcast Circulate
A. Audit Bureau of Circulation C. After Broadcast Circulation	D.	В.	Audit Before Circulation Audit Broadcast Circulate

	A. Public Relations Society of India		В.	Postal Relation Society of India
eman	C. Publicity Relations Society of India	D.	******************	
15. The 1				· ·
, now	A. Rose		В.	Jasmine
	C. Lotus	D.		Lilly
16. Whic	h of these is not an Airline Company?		•	•
Γ	A. Spice Jet		В.	Indigo
(C. Air India	D.		Kingspice
17. The S	Signatory of Indian Currency is			•
	A. Prime Minister		B.	President
(C. Governor of New Delhi	D.		None of These
18. FM ir	n FM Radio Stands for			· · · · · · · · · · · · · · · · · · ·
	A. Finance Minister		B.	Frequency Minister
	C. Frequency Mode	D.		Frequency Modulation
19. Slum	Dog Millionaire was directed by			·
	A. Danny Boyle		B.	Danny Boil
C		D.		Danny Boile
20. The ac	cronym of STAR is			•
	A. Swift Television and Reaction		B.	Swift Television for Asia Region
C		D.		Satellite Television
_ (A \	Region			Asian Reaction
21. 'A lot	can happen over coffee' is the slogan of			•
	A. Coffee Café Day		B.	Café Coffee Day
C		D.		Cafe Coffee Daily
.2. 'I'm lo	ovin it' is the slogan of	-		
	A. KFC		B.	Mac Donald
C		D.		BATA
23 'Take	Care' is the slogan of			

		A. Garnier		В.	Sony
		C. Panasonic	E		LG
	24.	'Ideas for life' is the slogan of			**************************************
		A. Nokia		В.	Sony
		C. Panasonic	D	١.	HTC
	25.	HBO Stands for			•
		A. Home Box Office		В.	Home Bollywood Office
		C. Hollywood Box Office			None of these
26.		UNDP stands for	•		
		A. United Nations Developmen	it	В.	Union of Nations for
		Program			Development of
					Programs
		C. United National Developme	nt D).	None of these
		Program			
	27.	Name the Advertising Agency of the bra	ind Fevic	ol _	
			1		
		A. Lowe Lintas	B. Ogi	lvy a	and Mather
		C. McCann Erickson	D. Redi	ffuci	on
		C. McCaiii Erickson	D. Keul	Husi	OII
	28	Name the NDTV Anchor of the Show 'F	lum Log		
		rune the NET Vinener of the Show I			
		A. Barkha Dutt	B Vik	ram	Chandra
		A. Barkila Datt	D. VIII	.1 (4111	Onunara
		C. Pankaj Pachauri	D. Ravi	sh K	umar
	29.	Which player won the 'Golden Boot' aw	ard in FI	FA 2	2014?
		•			
		A. Lionel Messi, Argentina	B. Th	omas	s Mueller, Germany
		C. Neymar, Brazil	D. Jam	es R	odriguez, Colombia
	20.1	Name the Duncident of Advertising Agen	oios Asso	oint	ion of India (AAAI)
	30. 1	Name the President of Advertising Agen	Cles Assu	Ciat	ion of maia (AAA1)
			D D	4 1	Dono
		A. Arvind Sharma	B. Pra	пар і	Bose
		C. Piyush Pandey	D Srin	ivasa	an Swamy
		o. Tij dom i diidoj			
	21 4	STY Lain and this to all and in fact			brand.
	31.	Hum hain na' this tagline is for			oranu.
		A ODI	D IO	CII.	ank
		A. SBI	B. IC	CI b	ank
		,			L.

A. Jingle	B. Song
C. Tune	D. Music track
A. Value Added Ta	
C. Value Added Ti	D. Value Added Test
Sombhit Sen Gupta desig	ned the famous Sunflower logo of
A. Saffola	B. Orchids
C. Wipro	D. Gemini Sunflower Oil
Which one of the follow	g is not a part of the TATA group:
A. Tanishq	B. Titan
C. Croma	D. Taza tea
In TRAI 'T' means	•
A. Telephone	B. Television
C. Total	D. Telecom
Colors channel is part of	group.
A. Viacom 18	B. Star Group
C. ZEEL	D. Bennett & Coleman

C. Get connected		D. None of the above
"Piyo sar uthake" was slogan of		
A. Coca-Cola	В.	Limca
C. Pepsi	D.	Mirinda
What is the similarity between Cro	ssword	and Amazon?
A. Books		B. America
C. Technology		D. None of the above
The President Pratibhatai Patil hail	s from	•
A. Malegaon	B. Sa	ngli
C. Jalgaon	D. Sa	tara
C. Virgin	-	D. Idea
STAR stands for		•
A. Satellite Transmission for the Asian Region	B.	Satellite Television for the Asian Region
C. Satellite Television for the	D.	Subscribed Television for the
Asian Radar	<u> </u>	Asian Region
The exchange value of the product	is calle	ed
A. Price	В.	Money
C. Value	D.	Discount
		213004111
he two national news agencies are	••	
The two national news agencies are Reuters and AFP	•	B. Bloomberg and Associated P

46.	played a major i	role in Welcome to Sajjanpur movie.
	A. Raam Khare	B. Shreyas Talpade
	C. Dheeraj Ambade	D. John Ibrahim
47. Go	ondia is the one of the District of _	
	A. Marathawada	B. Vidharbaha
	C. Konkan	D. North Maharashtra
48.	Following two Ex- Chief Min	isters alleged involved in the Adarsh Scan
	A. Shushilkumar Shinde & Vilasrao Deshmukh	B. Ashok Chavan & Prithviraj Chavan
	C. Konkan	D. North Maharashtra
49.	Business Line Newspaper belo	ongs to the groups.
	A. The Times of India	B. The Indian Express
	C. Lokmat	D. The Hindu
50.	Pulsar named two wheeler produced	duces
	A. Bajaj Auto	B. TVS Auto
	C. Mahendra Auto	D. TATA Auto
ł		

PGDAM

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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 (V) mark for correc	t answer.	
b) Each question carries ONE mar	ks.	
***************************************	***************************************	****
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 Shov	v '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 Ag	gencies Association of India (AAAI)	
A. Arvind Sharma	B. Pratap Bose	
C. Piyush Pandey	D. Srinivasan Swamy	

5.	'Hum hain na' this tageline is for		brand
	A. SBI	В	. ICICI bank
	C. Axis bank	E	O. Standard Chartered
6.	The musical track or song that inclucalled the:	ides or o	compliments the tagline in the campaign i
	A. Jingle		B. Song
	C. Tune	,	D. Music track
7.	VAT stands for	4	
	A. Value Added Tax		3. Value Additional Tax
	C. Value Added Tip]	D. Value Added Test
8.	Sombhit Sen Gupta designed the fa	mous Si	unflower logo of
	A. Saffola	В	. Orchids
	C. Wipro		. Gemini Sunflower Oil
9.	Which one of the following is not a	part of	the TATA group:
	A. Tanishq	В	. Titan
	C. Croma	D	O. Taza tea
10.	In TRAI 'T' means		
	A. Telephone	B. T	elevision
	C. Total	D. T	elecom
11.	Colors channel is part of group	up.	
	A. Viacom 18	В	. Star Group
	C. ZEEL		. Bennett & Coleman
12.	is the advertisin	ıg slogaı	ı of Nokia.

A. Connecting people		B. Connecting everyone
C. Get connected	***************************************	D. None of the above
"Piyo sar uthake" was slogan of		•
A. Coca-Cola	В.	Limca
C. Pepsi	D.	Mirinda
What is the similarity between Cros	sswor	d and Amazon?
A. Books		B. America
C. Technology		D. None of the above
The President Pratibhatai Patil hails	from	
A. Malegaon	B. Sa	ıngli
C. Jalgaon	D. Sa	ntara
Loop Mobile was formerly known a		B. BPL Mobile
A. Hutch C. Virgin		B. BPL Mobile D. Idea
		B. BPL Mobile D. Idea
A. Hutch C. Virgin STAR stands for A. Satellite Transmission for the Asian Region C. Satellite Television for the	B.	B. BPL Mobile D. Idea Satellite Television for the Asia
A. Hutch C. Virgin STAR stands for A. Satellite Transmission for the Asian Region	B.	B. BPL Mobile D. Idea Satellite Television for the Asia Region
A. Hutch C. Virgin STAR stands for A. Satellite Transmission for the Asian Region C. Satellite Television for the	B. D.	B. BPL Mobile D. Idea Satellite Television for the Asia Region Subscribed Television for the Asian Region
A. Hutch C. Virgin STAR stands for A. Satellite Transmission for the Asian Region C. Satellite Television for the Asian Radar	B. D.	B. BPL Mobile D. Idea Satellite Television for the Asia Region Subscribed Television for the Asian Region

19.

The two national news agencies are:

A	. Reuters and AFP	B. Bloomberg and Associated 1	Press
C	. PTI and UNI	D. None of the above	
20	played a major	role in Welcome to Sajjanpur movie.	
	A. Raam Khare	B. Shreyas Talpade	
	C. Dheeraj Ambade	D. John Ibrahim	
21. <i>C</i>	Gondia is the one of the District of		<u> </u>
	A. Marathawada	B. Vidharbaha	
	C. Konkan	D. North Maharashtra	
22.	Following two Ex- Chief Min A. Shushilkumar Shinde &	isters alleged involved in the <i>Adarsh</i> S B. Ashok Chavan & Prithviraj	Scam.
	Vilasrao Deshmukh	Chavan	
	C. Konkan	D. North Maharashtra	
23. gr	Business Line Newspaper beloroups.	ongs to	the Hindu
	A. The Times of India	B. The Indian Express	
	C. Lokmat	D. The Hindu	
24.	Pulsar named two wheeler produced	duces	. · ·
	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. G	reen revolution was started by	
	A. Norman Borlaugh	B. Normal Carmel
	C. Js. Wesley	D. None of these
27	is considered the a	rchitect 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. d	mean it erived from the process of sharing co	is the result and outcome of mutual understanding mmon interest.
_	A. Relation	B. Outcome
	C. Intervention	D. None of these
30.	The main element in a Commun	icator is his
	A. Personality	B. Voice
	C. Vice	D. Message
31	is a newly appointed C	Chief election Commissioner of India.
	A. N. Vitthal	B. G. Sridharan
	C. V. S. Sampath	D. Ratnakar Gaikwad
32. V	Which is the official advertising agen	cy of the Indian Government?
A.	Advertising and Information	B. Doorsanchar Aur Vigyapan Prakashan
C. D	Directorate of Audio Visual Publicity	D. None of the above
33.	is slogan of	the IBN7.

First in business worldwide" is tagl	ine of		
A. Zee Business	B. CNBC		
C. NDTV Profit	D. BBC World News		
The first Indian sponsored programn	ne in the National Network was		
A. Buniyaad	B. Yeh jo hai zindagi		
C. Hum Log	D. Dekh Bhai Dekh		
Radio Mirchi is part of	group		
A. Bennett & Coleman	B. Star Group		
	D. Zee		
	D. Zee group B. Star Group		
C. Sony Entertainment Television Zoom TV is part of A. The Times Group C. Zee	group		
Zoom TV is part ofA. The Times Group	group B. Star Group D. None of the above		
Zoom TV is part of A. The Times Group C. Zee Reliance Media Works Ltd was form	group B. Star Group D. None of the above merly known as		
Zoom TV is part ofA. The Times Group C. Zee Reliance Media Works Ltd was form A. Mirchi Movies Ltd.	group B. Star Group D. None of the above erly known as B. Adlabs Films Ltd. D. Eros Cinema		
Zoom TV is part of A. The Times Group C. Zee Reliance Media Works Ltd was form A. Mirchi Movies Ltd. C. Red Chillies Entertainment	group B. Star Group D. None of the above erly known as B. Adlabs Films Ltd. D. Eros Cinema		

A. Times of India	
C. Indian Express	D. DNA
n the logo of which Indian ba	ank would you find the picture of Hindu Goddess
A. Canara Bank	B. Dena Bank
C. Bank of Baroda	D. State Bank of India
Which medium is used for ad	vertising?
A. Television	B. Billboards
C. Internet	D. All of the above
What letter appears on screen	when you are using Microsoft Internet Explorer?
A. E	B. M
	B. M D. W
C. I	
	D. W Affair of India
C. I Current Minister of External A A. Salman Khurshid C. Sushma Swaraj	D. W Affair of India B. Nitish Kumar
C. I Current Minister of External A A. Salman Khurshid C. Sushma Swaraj	D. W Affair of India B. Nitish Kumar D. S. M. Krishna
C. I Current Minister of External A A. Salman Khurshid C. Sushma Swaraj The Prasar Bharati is the	D. W Affair of India B. Nitish Kumar D. S. M. Krishna broadcaster of the country.
C. I Current Minister of External A A. Salman Khurshid C. Sushma Swaraj The Prasar Bharati is the A. Public Sector C. Sole Proprietorship	D. W Affair of India B. Nitish Kumar D. S. M. Krishna broadcaster of the country. B. Private Sector
C. I Current Minister of External A A. Salman Khurshid C. Sushma Swaraj Che Prasar Bharati is the A. Public Sector C. Sole Proprietorship	D. W Affair of India B. Nitish Kumar D. S. M. Krishna broadcaster of the country. B. Private Sector D. None of above

	A. Food & Diet Administration	B. Foo	od & D	rug Administration
	C. Food & Drug Authority	D. Fo	od & D	rug Authenticity
18.	is the Guardian Min	ister of Ga	adchiro	li District of Maharashtra.
	A. R. R. Patil		В.	G. R. Patil
	C. V. R. Patil		D.	Satej Patil
49.	NFDC stands for			
	A. National Film Division Corporation	1	B. Na	tional Film Division Centre
	A. National Film Division Corporation C. National Film Development Corporation			tional Film Division Centre tional Film Data Corporation
50.		ration	D. Na	tional Film Data Corporatio

PGDAM II

SEAT	NO.	
N. J. L. J.		

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 (√) m	ark for correct a	nswer.	
b) Each question car	ries ONE marks.		
		······	
1. 'Hum hain na' this ta	geline is for	brand	
A. SBI		B. ICICI bank	
C. Axis bank		D. Standard Chartered	
2. The musical track or called the:	song that includes	s or compliments the tagline in the ca	ampaign is
A. Jingle		B. Song	
C. Tune		D. Music track	
3. VAT stands for			:
A. Value Added	i Tax	B. Value Additional Tax	
C. Value Adde	d Tip	D. Value Added Test	
4. Sombhit Sen Gupta	designed the famo	us Sunflower logo of	
A. Saffola		B. Orchids	
C. Wipro		D. Gemini Sunflower Oil	
5. Which one of the fol	llowing is not a pa	rt of the TATA group:	

C. Croma		D. Taza tea
TRAI 'T' means		
A. Telephone	В	. Television
C. Total	D	. Telecom
along channel is part of	group	
olors channel is part of	group.	
A. Viacom 18		B. Star Group
C. ZEEL		D. Bennett & Coleman
is the ad	vertising slo	gan of Nokia.
A Company and a second		B. Connecting everyone
A. Connecting people		b. connecting everyone
C. Get connected		D. None of the above
C. Get connected	C	D. None of the above
	n of	D. None of the above
C. Get connected		D. None of the above
C. Get connected Piyo sar uthake" was sloga	В	D. None of the above
C. Get connected Piyo sar uthake" was sloga A. Coca-Cola	B	D. None of the above Limca Mirinda
C. Get connected Piyo sar uthake" was sloga A. Coca-Cola C. Pepsi That is the similarity between	B	D. None of the above Limca Mirinda d and Amazon?
C. Get connected Piyo sar uthake" was sloga A. Coca-Cola C. Pepsi That is the similarity between A. Books	B	D. None of the above Limca Mirinda d and Amazon? B. America
C. Get connected Piyo sar uthake" was sloga A. Coca-Cola C. Pepsi That is the similarity between	B	D. None of the above Limca Mirinda d and Amazon?
C. Get connected Piyo sar uthake" was sloga A. Coca-Cola C. Pepsi That is the similarity between A. Books	D en Crosswor	D. None of the above Limca Mirinda d and Amazon? B. America D. None of the above
C. Get connected Piyo sar uthake" was sloga A. Coca-Cola C. Pepsi That is the similarity betwee A. Books C. Technology	en Crosswor	D. None of the above Limca Mirinda d and Amazon? B. America D. None of the above

\$	
A. Hutch	B. BPL Mobile
C. Virgin	D. Idea
TAR stands for	-
A. Satellite Transmission for the	B. Satellite Television for the Asia
Asian Region	Region
C. Satellite Television for the	D. Subscribed Television for the
Asian Radar	Asian Region
he exchange value of the product is	s called
A. Price	B. Money
C. Value	D. Discount
The two national news agencies are:	
PTI and UNI	B. Bloomberg and Associated
PTI and UNI	B. Bloomberg and Associated D. None of the above
PTI and UNI played a major	B. Bloomberg and Associated D. None of the above role in Welcome to Sajjanpur movie.
PTI and UNI played a major A. Raam Khare C. Dheeraj Ambade	B. Bloomberg and Associated D. None of the above role in Welcome to Sajjanpur movie. B. Shreyas Talpade
PTI and UNI played a major A. Raam Khare C. Dheeraj Ambade	B. Bloomberg and Associated D. None of the above role in Welcome to Sajjanpur movie. B. Shreyas Talpade
PTI and UNI played a major A. Raam Khare C. Dheeraj Ambade Gondia is the one of the District of	B. Bloomberg and Associated D. None of the above role in Welcome to Sajjanpur movie. B. Shreyas Talpade D. John Ibrahim
PTI and UNI played a major A. Raam Khare C. Dheeraj Ambade Gondia is the one of the District of A. Marathawada C. Konkan	B. Bloomberg and Associated D. None of the above role in Welcome to Sajjanpur movie. B. Shreyas Talpade D. John Ibrahim B. Vidharbaha D. North Maharashtra
played a major A. Raam Khare C. Dheeraj Ambade Gondia is the one of the District of A. Marathawada C. Konkan Following two Ex- Chief Min A. Shushilkumar Shinde &	B. Bloomberg and Associated D. None of the above role in Welcome to Sajjanpur movie. B. Shreyas Talpade D. John Ibrahim B. Vidharbaha D. North Maharashtra nisters alleged involved in the Adarsh B. Ashok Chavan & Prithviraj
played a major A. Raam Khare C. Dheeraj Ambade Gondia is the one of the District of A. Marathawada C. Konkan Following two Ex- Chief Min	B. Bloomberg and Associated D. None of the above role in Welcome to Sajjanpur movie. B. Shreyas Talpade D. John Ibrahim B. Vidharbaha D. North Maharashtra

19.	Business Line Newspaper be	longs to the Hindu
g	roups.	
	A. The Times of India	B. The Indian Express
	C. Lokmat	D. The Hindu
20. Pulsar named two wheeler produces		oduces
	A. Bajaj Auto	B. TVS Auto
	C. Mahendra Auto	D. TATA Auto
21.	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.
22. G	reen revolution was started by	
	A. Norman Borlaugh	B. Normal Carmel
	C. Js. Wesley	D. None of these
23	is considered th	e architect of India's 'White Revolution'.
	A. Verghese Kurien	B. Verghese Cherian
	C. Vivian Kurien	D. Anthony Cherian
24.	Final artwork is done by	department of ad agency.
	A. Copy dept.	B. Audio-visual dept.
•	C. Clint servicing dept.	D. Art dept.
25.	mean	it is the result and outcome of mutual understanding
de	erived from the process of sharing	common interest.
	A. Relation	B. Outcome

	C. Intervention	D. None of these	
26.	The main element in a Commu	nicator is his	
•	A. Personality	B. Voice	
	C. Vice	D. Message	
27.	is a newly appointed	Chief election Commissioner of India.	
	A. N. Vitthal	B. G. Sridharan	
٠.	C. V. S. Sampath	D. Ratnakar Gaikwad	
28.	Which is the official advertising ager	ncy of the Indian Government? B. Doorsanchar Aur Vigyapan Prakasha	n
A.	Advertising and Information		
C.	Directorate of Audio Visual Publicity	D. None of the above	
29.	is slogan of	the IBN7.	
A. I	Khabar Har Keemat Par	B. Haqeeqat Jaisi Khabar Waisi	
C. A	Aapka Fayda	D. Sabse Tez	
30.	"First in business worldwide" is tagli	ne of	
	A. Zee Business	B. CNBC	
	C. NDTV Profit	D. BBC World News	
31.	The first Indian sponsored programm	e in the National Network was	
	A. Buniyaad	B. Yeh jo hai zindagi	
	C. Hum Log	D. Dekh Bhai Dekh	. •
32.	Radio Mirchi is part of	group	
	A. Bennett & Coleman	B. Star Group	
	C. Sony Entertainment Television	D. Zee	
33.	Zoom TV is part of	group	
JJ.	A. The Times Group	B. Star Group	
	A. The Thirds Oroup	1	

A. Mirchi Movies Ltd.	B. Adlabs Films Ltd.
C. Red Chillies Entertainn	nent D. Eros Cinema
Complete the title of Obama'	s book: Dreams
A. of Hope	B. from My Father
C. of Change	D. of my Childhood
	C
Zee TV and Dainik Bhaskar:	formed a joint venture and launched the Englis
proadsheet	•
oroadsheet A. Times of India	B. Hindustan Times
Zee TV and Dainik Bhaskar : broadsheet A. Times of India C. Indian Express	•
oroadsheet A. Times of India C. Indian Express n the logo of which Indian b	B. Hindustan Times D. DNA ank would you find the picture of Hindu Godd
A. Times of India C. Indian Express	B. Hindustan Times D. DNA
A. Times of India C. Indian Express In the logo of which Indian b A. Canara Bank	B. Hindustan Times D. DNA ank would you find the picture of Hindu Godd B. Dena Bank D. State Bank of India
A. Times of India C. Indian Express In the logo of which Indian b A. Canara Bank C. Bank of Baroda Which medium is used for ad	B. Hindustan Times D. DNA ank would you find the picture of Hindu Godd B. Dena Bank D. State Bank of India
A. Times of India C. Indian Express In the logo of which Indian b A. Canara Bank C. Bank of Baroda Which medium is used for ad A. Television C. Internet	B. Hindustan Times D. DNA ank would you find the picture of Hindu Godd B. Dena Bank D. State Bank of India livertising? B. Billboards D. All of the above
A. Times of India C. Indian Express In the logo of which Indian b A. Canara Bank C. Bank of Baroda Which medium is used for ad A. Television C. Internet	B. Hindustan Times D. DNA ank would you find the picture of Hindu Godd B. Dena Bank D. State Bank of India lvertising? B. Billboards

	C. Sushma Swaraj	D. S	M. Krish	na
1. T	The Prasar Bharati is theb	roadcaste	r of the co	ountry.
	A. Public Sector	B. P	ivate Sect	or
	C. Sole Proprietorship	D. N	one of abo	ove
2	is a newly appointed (Chief Inf	ormation C	Commissioner of Mahara
	A. N. Vitthal			S. Sridharan
	C. V. S. Sampath		D. R	atnakar Gaikwad
s. F	FDA stands for			
	A. Food & Diet Administration	B. Fo	od & Drug	Administration
	C. Food & Drug Authority	D. Fo	od & Drug	; Authenticity
4	is the Guardian Mini	ster of G	dchiroli D	District of Maharashtra.
	A. R. R. Patil C. V. R. Patil			r. R. Patil atej Patil
5. N	FDC stands for		D. 0	atoj i atri
			D. Maria	al Film Division Centre
	National Film Division Corporation			
C.	National Film Development Corpora	ation	D. Nation	al Film Data Corporation
6 C	Surrent Minister of Information & Rr	nadcastir	g of India	
6. C	urrent Minister of Information & Br	oadcastir		
5. C	A. Manish Soni	oadcastir	В. А	mbika Soni
6. C		oadcastir	В. А	
	A. Manish Soni		B. A	mbika Soni akash Javadekar
	A. Manish Soni C. Manish Tiwari	brand Fev	B. A	mbika Soni akash Javadekar

	A. Barkha Dutt	B. Vikram Chandra
	C. Pankaj Pachauri	D. Ravish Kumar
49. WI	hich player won the 'Golden Boot' aw	vard in FIFA 2014
	A. Lionel Messi, Argentina	B. Thomas Mueller, Germany
	C. Neymar, Brazil	D. James Rodriguez, Colombia
50. Na	me the President of Advertising Agen	cies Association of India (AAAI)
	A. Arvind Sharma	B. Pratap Bose
	C. Piyush Pandey	D. Srinivasan Swamy



SEAT NO.:

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

JA.	LE: 00-JUI-13 111VIE: 11.0	UUAMI TO 12.00 NOON	MAKKS
-1.	Who would normally be responsible for d	leveloping the creative brief in an adverti	sing 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	+ , x ²
	C. Bill Bernbach	D. Sir John Hegarty	
3.	Piyush Pandey is Creative Director of wh	ich advertising agency?	**.
	A. JWT	B. Lintas	
	C. Mudra	D. Ogilvy	
4.	ZooZoos are advertisement characters pro	emoted by	
	A. Docomo	B. Vodafone	
	C. Idea	D. Airtel	·
5.	"Open Happiness" is global advertising ca	ampaign of	
	A. Pepsi	B. Coca Cola	
	C. Fanta	D. Mountain Dew	
6.	Which article of Indian constitution provide expression?	des the provisions related to freedom of sp	peech and
	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 Purson	D. All of these	

9.	Did you likemusic they pl	layed 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 tag	rline of
	A. Zee Business	B. CNBC
	C. NDTV Profit	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

<u>i</u> 9.	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 loca	ated 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
24.	What letter appears on screen when you are	using Microsoft Internet Explorer?
	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
45.	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	. L
	A. Value Added Tax	B. Value Additional Tax
	C. Value Added Tip	D. Value Added Test
29.	Which one of the following is not a pa	t 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.	Bindaas channel is part of group	
	A. Viacom 18	B. Star Group
	C. UTV	D. Bennett & Coleman
32.	is the advertising slogan of N	okia.
	A. Connecting people	B. Connecting everyone
	C. Get connected	D. None of the above
33.	"Dar Ke Aage Jeet hai" is slogan of	•
	A. Coca-Cola	B. Limca
	C. Pepsi	D. Mountain Dew
34.	BBC stands for?	
	A. British Beverages Corporati	on B. Bombay Broadcasting
		Corporation
	C. British Broadcasting Corpo	ration 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 advertise	ment D. None of these

٠	<u>3</u> 6.	STAR stands for	
se. 'b-		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 Achchaa
		C. Vande Mataram	D. Ye Desh hai Veer Jawanon Ka
	39.	Who played role of Manya Surve in Shoot Out a	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. Vidharbahá
		C. Konkan	D. North Maharashtra
	41.	Bigg Boss is hosted by	
	•	A. Amitabh Bachchan	B. Salman Khan
*	Š.	C. Shahrukh Khan	D. Archana Puran Singh
٠.	42.	KBC stand for	
		A. Kaun Banega Comedy	B. Kaun Banega Crorepati
		C. Kaun Banega Candy	D. Kaun Banayega Crore
2	43.	26 January is India's	·- <u></u>
		A. Independence Day	B. Bank Closing Day
		C. Republic Day	D. Liberation Day

4	4. ONGC stands for				
	A. Oil and Neutral Gap Corp Ltd.	ooration B. Ozone and Natural Gas Corporation Ltd.			
	C. Oil and Natural Gas Corpo Ltd.	·			
45. F	How many notes are there in the Sa	rgam			
	A. 5	B. 12			
	C. 6	D. 7			
46	is considered the	e 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			
V.	C. Pt. Jawaharlal Nehru	D. Dr. Babasaheb Ambedkar			
50.	Ramayana was written by				
	A. Valmiki	B. Agastya			
	C. Gautam Muni	D. Ved Vyas			

GDAM SEAT NO.:

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

ATE: 07-Ju	I-12 TIME : 11.	00AM TO 12.00 NOON	MARKS:
1.	is a newly appointed	d Chief election Commissioner of India.	•
A C		B. G. Sridharan D. Ratnakar Gaikwad	
2. Which	is the official advertising age	ency of the Indian Government?	
	ertising and Information rate of Audio Visual Publicity	B. Doorsanchar Aur Vigyapan Prak D. None of the above	ashan
Rupert	Murdoch is an	citizen.	
	A. Indian	B. Australian	· · · · · · · · · · · · · · · · · · ·
	C. Italian	D. American	
	likemusic they play	ved at the dance? Use article.	
. the		B. an	
a		D. none of the above	
	ely day today,	Use question tag.	
is it?		B. isn't it?	
it is!		D. none of the above	
-			

6. The opposite of the adjective alive is:

A. dyi	ng	B. living
C. dea	ıd	D. live
7.	The opposite of the adjective blunt i	s:
A. sof	t	B. elastic
C. sha	r p	D. flexible
8.	is slogan o	f the IBN7.
A. I	Khabar Har Keemat Par	B. Haqeeqat Jaisi Khabar Waisi
C. A	Aapka Fayda	D. Sabse Tez
9.	"First in business worldwide" is tagl	ine of
	A. Zee Business	B. CNBC
	C. NDTV Profit	D. BBC World News
	·	<u></u>
10.	The first Indian sponsored programn	ne in the National Network was
	A. Buniyaad	B. Yeh jo hai zindagi
	C. Hum Log	D. Dekh Bhai Dekh
1.	Radio Mirchi is part of	group
	A. Bennett & Coleman	B. Star Group
	C. Sony Entertainment Television	D. Zee
2.	is the Chairperson of Idea	Cellular.
	A. Azim Premji	B. Sunil Mittal
	C. Kumar Mangalam Birla	D. Chanda Kochhar

Zoom TV is part of _____ group

13.

A. The Times Group	B. Star Group
C. Zee	D. None of the above
Reliance MediaWorks Ltd	was formerly known as
A. Mirchi Movies Ltd.	B. Adlabs Films Ltd.
C. Red Chillies Entertain	nment D. Eros Cinema
Complete the title of Obam	a's book: Dreams
A. of Hope	B. from My Father
C. of Change	D. of my Childhood
oroadsneet	r formed a joint venture and launched the Englis
Zee TV and Dainik Bhaskar broadsheet A. Times of India	r formed a joint venture and launched the Englis B. Hindustan Times
oroadsneet	
A. Times of India C. Indian Express In the logo of which Indian to the A. Canara Bank	B. Hindustan Times
A. Times of India C. Indian Express In the logo of which Indian back A. Canara Bank C. Bank of Baroda Which medium is used for acceptance.	B. Hindustan Times D. DNA bank would you find the picture of Hindu Godde B. Dena Bank D. State Bank of India
A. Times of India C. Indian Express In the logo of which Indian by the A. Canara Bank C. Bank of Baroda Which medium is used for action.	B. Hindustan Times D. DNA bank would you find the picture of Hindu Godde B. Dena Bank D. State Bank of India dvertising? B. Billboards
A. Times of India C. Indian Express In the logo of which Indian back A. Canara Bank C. Bank of Baroda Which medium is used for acceptable.	B. Hindustan Times D. DNA bank would you find the picture of Hindu Godde B. Dena Bank D. State Bank of India
A. Times of India C. Indian Express In the logo of which Indian to the logo of which	B. Hindustan Times D. DNA bank would you find the picture of Hindu Godde B. Dena Bank D. State Bank of India dvertising? B. Billboards D. All of the above
A. Times of India C. Indian Express In the logo of which Indian by the A. Canara Bank C. Bank of Baroda Which medium is used for act the A. Television C. Internet	B. Hindustan Times D. DNA bank would you find the picture of Hindu Godde B. Dena Bank D. State Bank of India dvertising? B. Billboards

(3)

A. Television Research Points	B. Television Rating Pulse
C. Television Rating Points	D. Television Rating Position
The Prasar Bharati is thebı	oadcaster of the country.
A. Public Sector	B. Private Sector
C. Sole Proprietorship	D. None of above
is a newly appointed (Chief Information Commissioner of Mahara
A. N. Vitthal	B. G. Sridharan
C. V. S. Sampath	D. Ratnakar Gaikwad
A. Food & Diet Administration	B. Food & Drug Administration
C. Food & Drug Authority	D. Food & Drug Authenticity
	ister of Gadchiroli District of Maharashtra.
A. R. R. Patil	B. G. R. Patil
C. V. R. Patil	D. Satej Patil
NFDC stands for	
A. National Film Division Corporation	B. National Film Division Centre
C. National Film Development Corporation	D. National Film Data Corporation
The musical track or song that include called the:	des or compliments the tagline in the campa
A. Jingle	B. Song
C. Tune	D. Music track
VAT stands for	and the state of t
A. Value Added Tax	B. Value Additional Tax
C Value Added Tip	D. Value Added Test .

A. Saffola	B. Orchids
C. Wipro	D. Gemini Sunflower Oil
William Old Old Car	
Which one of the following is n	not a part of the TATA group:
A. Tanishq	B. Titan
C. Croma	D. Taza tea
In TRAI 'T' means	
A. Telephone	B. Television
C. Total	D. Telecom
Colors channel is part of	group.
A. Viacom 18	B. Star Group
C. ZEEL	D. Bennett & Coleman
A Connecting people	B. Connecting evenue
A. Connecting people C. Get connected	B. Connecting everyone D. None of the above
C. Get connected	D. None of the above
C. Get connected	D. None of the above
C. Get connected Piyo sar uthake" was slogan of	D. None of the above
	D. None of the above
C. Get connected Piyo sar uthake" was slogan of A. Coca-Cola	D. None of the above B. Limca
C. Get connected Piyo sar uthake" was slogan of A. Coca-Cola C. Pepsi	D. None of the above B. Limca D. Mirinda
C. Get connected Piyo sar uthake" was slogan of A. Coca-Cola C. Pepsi	D. None of the above B. Limca D. Mirinda Crossword and Amazon?
C. Get connected Piyo sar uthake" was slogan of A. Coca-Cola C. Pepsi Vhat is the similarity between C	D. None of the above B. Limca D. Mirinda Crossword and Amazon? B. America
C. Get connected Piyo sar uthake" was slogan of A. Coca-Cola C. Pepsi Vhat is the similarity between C A. Books C. Technology	D. None of the above B. Limca D. Mirinda Crossword and Amazon? B. America D. None of the above
C. Get connected Piyo sar uthake" was slogan of A. Coca-Cola C. Pepsi What is the similarity between C	D. None of the above B. Limca D. Mirinda Crossword and Amazon? B. America D. None of the above

A. Hutch	B. BPL Mobile
C. Virgin	D Idea
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
The exchange value of the product i	s called
A. Price	B. Money
C. Value	D. Discount
The two national news agencies are:	:
A. Reuters and AFP	B. Bloomberg and Associated Press
PTI and UNI	D. None of the above
A. Raam Khare C. Dheeraj Ambade	B. Shreyas Talpade D. John Ibrahim
C. Dheeraj Ambade	D. John Ibrahim
Gondia is the one of the District of _	
A. Marathawada	B. Vidharbaha
C. Konkan	D. North Maharashtra
Following two Ex- Chief Ministers	alleged involved in the Adarsh Scam.
A. Shushilkumar Shinde &	B. Ashok Chavan & Prithviraj
	B. Ashok Chavan & Prithviraj Chavan
A. Shushilkumar Shinde & Vilasrao Deshmukh C. Konkan	B. Ashok Chavan & Prithviraj Chavan D. North Maharashtra
A. Shushilkumar Shinde & Vilasrao Deshmukh	B. Ashok Chavan & Prithviraj Chavan D. North Maharashtra
A. Shushilkumar Shinde & Vilasrao Deshmukh C. Konkan Business Line Newspaper belongs to	B. Ashok Chavan & Prithviraj Chavan D. North Maharashtra the Hi

	Pulsar named two wheeler produc	
	A. Bajaj Auto	B. TVS Auto
	C. Mahendra Auto	D. TATA Auto
15. (ONGC stands for	
	A. Oil and Neutral Gap	B. Ozone and Natural Gas
	Corporation Ltd.	Corporation Ltd.
	C. Oil and Natural Gas	D. Oil and Natural Gale
	Corporation Ltd.	Corporation Ltd.
46 C	Green revolution was started by	,
	A. Norman Borlaugh	B. Normal Carmel
		B. Normal Califiel
	C. Js. Wesley	D. None of these
1 7.		the architect of India's 'White Revolution'.
	A. Verghese Kurien	B. Verghese Cherian
	C. Vivian Kurien	
		D. Anthony Cherian
8. Fi	nal artwork is done by	department of ad agency.
	A. Copy dept.	B. Audio-visual dept.
	C. Clint servicing dept.	D. Art dépt.
_	•	-
9	mean it is t	he result and outcome of mutual understan
de	rived from the process of sharing	common interest.
	A. Relation	B. Outcome
-		
	C. Intervention	D. None of these
). Th	e main element in a Communicat	or is his
	A. Personality	B. Voice
-	C. Visa	
	C. Vice	D. Message
L.		

P. G. D. A. Seat No:-

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

DATE	: 06-08-2011	TIME: ILAM	TO 12,00	NOON MARKS: 50
ANS	WER ANY 25	QUESTIONS:		
5 Shelland,	i. Brand i	tecall is		
		A. When you recall a its image	brand due to	B. When you recall a brand due to its category
•		C. When you recall a its company	brand due to	D. None of the above
		The state of the s		Accessed to the second
	2. FDA st	ands for		
	A. Food	& Diet Administration	B. Food &	Drug Administration
	C. Food	& Drug Authority	D. Food &	Drug Authenticity
	a) b) c)	e the one odd one out: Air India – Maharaja Asian Paints – Gattu Onida – Fido Dido Kelvinator - Penguin		
•		A. (d)	B. (a)	
		C: (a)	D. (c)	
	4. "Price		at got its nan	ne from a Sanskrit word which mean
		A. Saffola		B. Amul
		C. Vatika		D. Dabur Chyawanprash
	5. What	is meant by a target mark	et	
		The consumers for whom t been developed		B. The promotions which the firm chooses to increase the sales of the

1 C	. The shops that sell the product	produc		THE PROPERTY OF	
- 1			************************	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	

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

A. VIP Luggage
B. Levi Strauss
C: Thums up
D. Complan

7.	NFIX	C stands for				* 4	
		tional Film Division ration		B. Na	ional Film Div	ision Centre	and the standard of the standa
		tional Film Developme tration	31	13. Na	ional Film Dei	a Corporation	
8,	The n	nusical track or song the led the:	it inclu	des or c	ompliments th	e tagline in the	zcampaign
	- Door assessment	A Jingle			B. Song		and the second s
		C. Tune	consulta illus dos godos e		D. Music tra	.kk	
	1						-
9.	VAT	stands for					
	(A. V	sine Added Tax		B. V	ilue Additions	Tax	-
	C. V	alue Added Tip		D. V	alue Added Te	S\$	
10	. Somb	hit Sen Gupta designed	the far	nous Su	nflower logo c		
-	A. Sai	Yola -		B. Orc	hids		300
Property Michigan	C. Wi	pro		D. Gei	nini Sunflowe	· Oil	
11.	. Whiel	one of the following is	i not a	part of t		ф:	
		A. Tanishq			B. Titan		A CONTRACTOR OF THE CONTRACTOR
		C. Croma		.=	D. Taza t	ta .	
12	. In TR	Al 'l' means					
Α.	Teleph	юне	-	Televis			
C.	Total		D.	Teleco	m		
13.	. Color:	s channel is part of	25011	10).			
ſ		com 18			Group		
er week year of the second second	C. ZEI				nett & Colema	¥3	
į.	·		1			interference and account to the commence of the	

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

B. (d)	
$\mathcal{B}_{+}(\mathcal{C})$	
tentranskom promitistisk statem begrin amerikanskom anne, men styreter i store en egypenskom i an an	
siogan of Nokia	
B. Connecting everyone	- Annual Control of the Control of t
D. None of the above	
gan of	
B. Limca	***
D, Mitinda	
veen Crossword and Amazon?	
R America	
	armonome.
*	
s from	
B. Sangli	
D. Satara	
dragen a a	
	-
D. Idea	
Toursell of The August Control	
India	orporation of
neil of India D. Advertising Setup Coun	cil of India
who D Carry and the	
r the B. Satellite Television for the Asia	un
Asian Region	
	B. Connecting everyone D. None of the above B. Limca D. Mirinda B. America D. None of the above B. America D. None of the above S from B. Sangli D. Satara Rhown a s B. BPL Mobile D. Idea D. Advertising Standards C India Incil of India D. Advertising Setup Country The B. Satellite Television for the Asia Region D. Subscribed Television for the

\$*************************************	A. SEE	33	В.	RBI
	C. IRI	DA	D.	None of the above
. L			1	The second secon
	24. The two n	ational news agencies are:		
	A.	Reuters and AFP		B. Bloomborg and Associated P
	C.	PTI and UNI		D. None of the above
2	25. Who amor	ngst the following is an ad	film maker?	and the second
	A.	Piyush Pandey		B. Alyque Padamsee
	. C.	Prasoon Pandey	,,,,,	D. All of the above
	A. C.	Hotmail Yahoo		B. Gmail D. None of the above
- JA	. Advertis	he official advertising age	B. Doorse	unchar Aur Vigyapan
A Bi	Advertis ureau Director		B. Doorse Prakashan	unchar Aur Vigyapan
A Bi	. Advertis ureau	ing and Information	B. Doorse Prakashan	mchar Aur Vigyapan
A Bi C.	. Advertis ureau Director ublicity	ing and Information	B. Doorsa Prakashan D. No	mchar Aur Vigyapan
A Bi C.	. Advertis ureau Director ublicity	ing and Information ate of Audio Visual	B. Doorsa Prakashan D. No	mchar Aur Vigyapan
A Bi C.	. Advertis ureau Director ublicity	ate of Audio Visual ardoch is ancitiz	B. Doorse Prakashan D. Noo	mchar Aur Vigyapan
A B C P	Advertis ureau Director ublicity 28. Rupert Mi	ate of Audio Visual ardoch is ancitiz	B. Doorse Prakashan D. Noo	mchar Aur Vigyapan ne of the above
A B C P	Advertis ureau Director ublicity 28. Rupert Mi	ate of Audio Visual ardoch is anciti A. Indian B C. Italian E kenusic they pl	B. Doorse Prakashan D. Noo	mchar Aur Vigyapan ne of the above
A Bi	Advertis ureau Director ublicity 28. Rupert Mi	ardoch is an citiz A. Indian B C. Italian E ke music they pl	B. Doorse Prakashan D. Noe een. Australian American	me of the above ance? Use article.
A Bi	Advertis ureau Director ublicity 28. Rupert Mi	ardoch is an citiz A. Indian B C. Italian E ke music they pl	B. Doorse Prakashan D. Noe den. Australian American anyed at the di	me of the above ance? Use article.

22. The exchange value of the product is called

A. Price

C. Value

B. Money

D. Discount

30. It's a levely day today,	Use question rag.
A. is 10?	B. iswiit?
C. Ris!	D. none of the above
en e	rappenental per est de la constitució d La constitució de la
31. The opposite of the adjective aliv	ve is:
A. dying	B. living
C. dead	D. live
The same of the sa	
32. The opposite of the adjective blu	nt is:
A. 80ft	B. clastic
C. sharp	D. flexible
T.	
33. Far as a comparative adjective be	ecomes;
A. farther	B, farer
C. far	D. flexible
34. Mount Everest is Mo	ount Snowdon. Use comparative adjective.
A. higher than	B. higher of
C. high than	D. none of the above
and the latest and th	
35. is slogan of the IBN7.	
	D. T
A. Khabar Har Keemat Par	B. Haqeeqat Jaisi Khabar Waisi
C. Aapka Fayda	D. Sabse Tez
36. "First in business worldwide" is	A CONTRACT OF THE PROPERTY OF
A. Zee Business	B: CNBC
C. NDĮV Profit	D. BBC World News

37. The first Indian sponsored progr	
A. Buniyaad	B. Yeh jo hai zindagi

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

C. Hum Log

D. Dekh Bhai Dekh

A. Yahoo	B. Google
C. Bing	D. Mozilla
a Which are a file Edwarfor is no	ot an example of an extension in a URL?
n ei ginventi, and one or me transmire. Àgov	B. edu
Č. BST	Dcom
344.34444444444444444444444444444444444	Account of the second of the s
10. Radio Mirchi is part ofg	oun .
A. Bennett & Coleman	B. Star Group
C. Sony Entertainment Television	D. Zce
•	, and the state of
11 is Chairperson of Idea	a Cellular.
A. Azim Premji	B. Sunil Mittel
C. Kumar Mangalam Birla	D. Chanda Kochhar
42. Zoom TV is part of	
A. The Times Group	B. Star Group,
C. Zee	D. None of the above
	A CONTRACTOR OF THE PROPERTY O
13. Reliance MediaWorks Ltd was t	formerly known as
A. Mirchi Movies Ltd	B. Adlabs Films Ltd
C. Red Chillies Entertainment	D. Eros Cinema
14. Complete the title of Obama's bo	ook: Dreams
A. of Hope	B. from My Father
C. of Change	D. of my Childhood
iS. Zee TV and Dainik Bhaskar for	ned a joint venture and launched the English
broadsheet	
MATERIAL DE LA CONTRACTOR DEL CONTRACTOR DE LA CONTRACTOR DE LA CONTRACTOR DE LA CONTRACTOR	
A Times of India	B Hindustan Times

46. In the logo	of which indian	bank	would you	find the	picture of Hindu Goddess
Lakshmi?					* '

A. Canara Bank B. D	ena Bank
C. Bank of Baroda D. S	rate Bank of India
	į

47. Which medium is used for advertising?

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

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

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

49. TRP stands for

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

50. The Prasar Bharati is the ______ broadcaster of the country.

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

PGDAM

SEAT	NO:-	

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

TIME: 11 AM. TO 12 PM.

d) Sponsored Feature

MARKS 50

esx.	Answer	any	25	questions
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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
- ,

c) Publicity

3. Satellite Communication used in TV works on bonds

b) Editorial

- a) 10-12GHz b) 500MHz c)10-12MHz d) 1-2GHz
- 4. SMS stands for

a) Paid news

- 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 Indiab) Press Transport Indiac) Post and Telecom Indiad) 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

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 Salesb) Improve profitsc) Develop strategic partnership with valued customersd) Encourage intilisation of products of over lifespan of consumer				
12. Which of the following are two facets of personal selling?				
a) Promotion precision & message precisionb) Sales precision and advertising precisionc) Target precision and message precisiond) 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 cakeb) Bargaining by going from store to sharec) Use best advertisement mediad) 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. 				

b	a) Development of Journalism.b) Active participation of deprived advocating their coveragec) Journalism of developing economies					
21. C	1. Choupal is					
b) c)	 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. T	otal member of	TV channel ava	ailable i	n India are		
a)) 100-150	b) 151-200		c) 201-40	0 d) m	ore than 400
23. A	23. Agency of the year Cannes award went to					
b) c)	 a) Leo Burnett Sydney b) Abbotl mead Vickers London c) BBDO d) Almapp BBDO, Saspaulo 					
24. F	oodless is introd	luced by				
а	a) HUL	b) Nestle		c) Horlick	S	d) Britannia
25. M	25. Mystery Shampoo campaign was initiated by					
а	ı) HUL	b) P & &		c) Dabur		d) Himalaya
26. M	lanaging directo	r, CEO of Tata	Motors	is		
а	ı) Ratan Tata	b) Ravi Kant		c) Krishna	akumar	d) Carl-Peter Forster
27. i 5 is a) Internet Protocol c) Personal Computer Company		b) Microprocessor Chip d) BPO Company				
28. Maharashtra state was founded in						
a)	1949	b) 1960		c) 1966	d) 194	7
29. Latest entrant in personal product market is						
а) Dabur	b) Marico	c) ITC	d)	Emami	
30. All Blackberry mobile operation are by						
,				nese Comp sson Swed		

20. Development Journalism is

31. The worldwide financial downtown was caused due to				
	b)	weak control on financial institution Increase in unemployment Money laundering Fall in production due to productivity		
32	32. What is true?			
	b)	India's Imports are more than export India's exports are more than import India's trade balance is positive Govt. of India's annual budget is sur	S	
33.	3. NREGA is			
	b) c)	Govt. scheme for rural employment Economic Guarantee of assets Radiation Energy Guarantee Associ Rural Economy Govt. Association		
34.	4. Piyush Pandey is an			
		Eminent author poet b) Advertising Inister in U.P. Govt. d) NRI Advert		
35.	5. Exchange 4 media is			
	,	V channel company lews agency	b) Portal d) Social site	
36.	Mic	ra is		
		Car brand of Nissan ligh end accessory brand	b) Skin care creamd) Jewellery brand	
