

International Institute of Mass Media

Post Graduate Diploma in Advertising, Public Relation & Marketing
Entrance Exam- 2009

Candidate Name : _____

Candidate Signature: _____

Roll No. : _____

Time Allowed : 25 Mins.

Max.Marks : 70

INSTRUCTION TO THE CANDIDATES

Read the following instruction carefully before you being to answer the question.
This booklet contain question in English and Hindi.

- All questions are compulsory and carry equal marks.
- There will be no negative marking for wrong answer.
- Answer sheet must be handed over to invigilator after 25 minutes.
- No rough work is to be done on answer sheet.
- Answer the questions as quickly and carefully as you can. Some questions may be difficult and other easy. Do not spend too much time on any question.

1. Identify the brands with the following tag lines

- Seedhi Baat
- Think Hatke
- The banker to every Indian
- Your worth it
- Apna Khayal Rakhna

2. Name any two companies or brand of the following product/ services

- Computer
- Airlines
- Shoes
- Cars
- Chocolate

3. a) The General Election for the Lok Sabha were held in how many phases.

- i) Four ii) One iii) Three iv) Seven

b) Which brand of soft drink is Shah Rukh Khan endorsing?

- i) Pepsi ii) Minute Maid iii) Sprite iv) Maaza

c) Who is the Railway Minister of India?

- i) Laloo Prasad yadav ii) Nitish Kumar iii) Mamta Banerjee
iv) A. Ramados

4. Name two of each

- Music Channel
 - News Channel
 - Movie Channel

 - Entertainment Channel

 - Business Channel
5. Describe any ad that you have seen (TV, Radio or Print) and then tell us how you would like to change or remake it for a better effect.
6. How are you suitable for the following professions? (Write in not more than 100 words each)
- Advertising

 - Public Relations