

GMCET Brands & Brand Communication

Sample Paper – 10

Duration: 15 Minutes

Maximum Marks: 25

Instructions

- This paper contains **25** Multiple Choice Questions (Single Correct Answer), modelled on the **Brands & Brand Communication** section of **GMCET** (Global Media Common Entrance Test).
- Each correct answer carries **+1 mark**. There is **no negative marking**. Unattempted questions receive **0** marks.
- Only **one** option is correct. Choose carefully.
- Syllabus level: **Brands, taglines, logos, mascots, advertising and basic marketing-communication concepts**.
- Use of mobile phones, calculators, or electronic gadgets is strictly prohibited.

Q1. In digital marketing, **SEO** stands for:

- (A) Search Editing Online
- (B) Search Engine Optimization
- (C) Social Engagement Outreach
- (D) Site Entry Operation

Q2. When brands promote their products through popular social-media personalities, the practice is called:

- (A) outdoor marketing
- (B) print marketing
- (C) influencer marketing
- (D) direct mail



Q3. On social media, the symbol shown below is used to group posts under a common keyword. What is it called?



- (A) a hashtag
- (B) a bookmark
- (C) a watermark
- (D) a footer

Q4. In online advertising, **CTR** stands for:

- (A) Cost To Reach
- (B) Customer Tracking Report
- (C) Content Transfer Rate
- (D) Click-Through Rate

Q5. Attracting and keeping customers by creating useful, relevant content (such as blogs and how-to videos) is called:

- (A) cold calling
- (B) content marketing
- (C) door-to-door selling
- (D) billboard advertising

Q6. On a social-media post, the total of likes, comments and shares it receives is a measure of its:

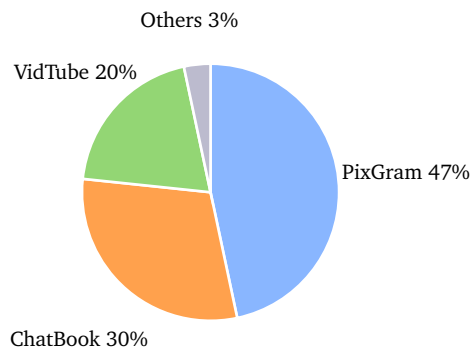
- (A) budget
- (B) price
- (C) engagement
- (D) refund



Q7. A rectangular display advertisement placed across the top or side of a website is commonly called a:

- (A) banner ad
- (B) jingle
- (C) mascot
- (D) coupon

Q8. The pie chart shows how a brand's followers are split across four social platforms. Which platform holds the **largest** share?



- (A) PixGram
- (B) ChatBook
- (C) VidTube
- (D) Others

Q9. In online advertising, the number of times an advertisement is **shown** to users is called its:

- (A) discount
- (B) refund
- (C) warranty
- (D) impressions

Q10. A regular promotional email sent by a brand to subscribers who opted in is best described as an email:



- (A) receipt
- (B) newsletter
- (C) invoice
- (D) password

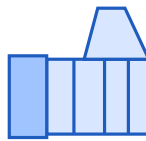
Q11. A single web page created specifically to receive visitors from an ad and prompt one clear action is called a:

- (A) sitemap
- (B) server log
- (C) landing page
- (D) spreadsheet

Q12. Clickable text or an image that takes a user to another web page is called a:

- (A) hyperlink
- (B) footnote
- (C) watermark
- (D) caption

Q13. The icon shown below appears under social-media posts and lets users approve content. It is best known as the:



- (A) refresh button
- (B) “like” button
- (C) shopping cart
- (D) battery icon

Q14. When a video or post spreads extremely fast and is shared by huge numbers of people online, it is said to have:

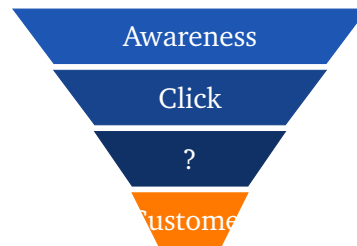


- (A) bounced
- (B) expired
- (C) gone viral
- (D) logged out

Q15. On a brand's social-media account, the people who subscribe to its updates are called its:

- (A) followers
- (B) investors
- (C) suppliers
- (D) auditors

Q16. The digital marketing funnel below moves a user from Awareness to Customer. Which stage fills the blank?



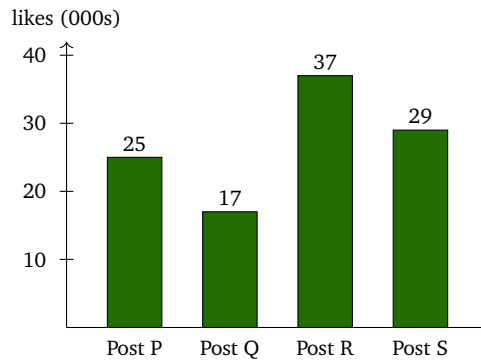
- (A) Refund
- (B) Logout
- (C) Unsubscribe
- (D) Lead

Q17. An online advertising model in which the brand pays only when a user actually clicks the ad is known as:

- (A) pay-per-view
- (B) pay-per-click
- (C) pay-per-print
- (D) pay-per-mile



Q18. The bar chart shows the number of likes (in thousands) on four posts. Which post earned the **most** likes?



- (A) Post P
- (B) Post Q
- (C) Post R
- (D) Post S

Q19. Photos, reviews or videos that customers themselves create and post about a brand are called user-generated:

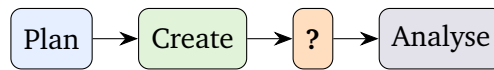
- (A) revenue
- (B) refunds
- (C) content
- (D) receipts

Q20. In digital marketing, showing online ads again to people who already visited a website but did not buy is called:

- (A) cold calling
- (B) retargeting (remarketing)
- (C) unsubscribing
- (D) geotagging

Q21. The content workflow below shows how a brand publishes a blog. Which step fills the blank?





- (A) Delete
- (B) Refund
- (C) Logout
- (D) Publish

Q22. The small square image that represents a brand on its social-media profile is its profile picture, also called an:

- (A) avatar
- (B) invoice
- (C) receipt
- (D) refund

Q23. The total number of different people who see a brand's post at least once is known as its:

- (A) price
- (B) reach
- (C) refund
- (D) warranty

Q24. The percentage of visitors who leave a website after viewing only one page is called the:

- (A) refund rate
- (B) open rate
- (C) bounce rate
- (D) tax rate

Q25. The button shown below urges a user to take an immediate step (for example "Buy Now"). Such a prompt is known as a:





- (A) privacy policy
- (B) call to action (CTA)
- (C) terms of service
- (D) disclaimer



Detailed Solutions

Q1.

Solution

Concept — Search visibility: Brands want their websites to appear high in search results.

Key fact: *SEO = Search Engine Optimization*, the practice of improving a site so it ranks higher in unpaid search results.

Why other options are wrong:

- (A), (C) and (D) are invented expansions; the standard term is Search Engine Optimization.

Final Answer: Search Engine Optimization ⇒

[Go Back to Q 1](#)

Q2.

Solution

Concept — Modern brand communication: Brands reach audiences through trusted online voices.

Key fact: Promoting products through popular social-media personalities is *influencer marketing*.

Why other options are wrong:

- (A) outdoor, (B) print and (D) direct mail use traditional channels, not social-media personalities.

Final Answer: Influencer marketing ⇒

[Go Back to Q 2](#)



Q3.

Solution

Concept — Social-media tags: A special symbol groups related posts together.

Key fact: The “#” symbol is a *hashtag*, a keyword tag used to group social-media posts on a topic.

Why other options are wrong:

- (B) a bookmark saves a page; (C) a watermark is an overlaid mark; (D) a footer is the bottom area of a page.

Final Answer: A hashtag ⇒

[Go Back to Q 3](#)

Q4.

Solution

Concept — Ad performance metrics: Marketers measure how many viewers actually click an ad.

Key fact: *CTR = Click-Through Rate*, the number of clicks divided by the number of impressions.

Why other options are wrong:

- (A), (B) and (C) are invented expansions; the standard metric is Click-Through Rate.

Final Answer: Click-Through Rate ⇒

[Go Back to Q 4](#)

Q5.

Solution

Concept — Pull marketing: Useful content draws customers in rather than interrupting them.

Key fact: Attracting customers with helpful, relevant content (blogs, how-to videos) is *content marketing*.

Why other options are wrong:



- (A) cold calling, (C) door-to-door selling and (D) billboard advertising interrupt or push, rather than offering useful content.

Final Answer: Content marketing ⇒

Answer: (B) [Go Back to Q 5](#)

Q6.

Solution

Concept — Social-media metrics: Interaction shows how an audience responds to a post.

Key fact: The likes, comments and shares a post receives together measure its *engagement*.

Why other options are wrong:

- (A) budget and (B) price are costs; (D) a refund is a money return — none counts audience interaction.

Final Answer: Engagement ⇒

Answer: (C) [Go Back to Q 6](#)

Q7.

Solution

Concept — Display advertising: Websites carry rectangular ad spaces.

Key fact: A rectangular display advertisement on a website is a *banner ad*.

Why other options are wrong:

- (B) a jingle is a tune; (C) a mascot is a character; (D) a coupon is a discount voucher.

Final Answer: Banner ad ⇒

Answer: (A) [Go Back to Q 7](#)



Q8.

Solution

Concept — Reading a pie chart: The largest slice is the biggest share.

Step 1 — Shares: PixGram 47%, ChatBook 30%, VidTube 20%, Others 3%.

Step 2 — Compare: The biggest slice (47%) is *PixGram*.

Why other options are wrong:

- (B) ChatBook (30%), (C) VidTube (20%) and (D) Others (3%) are all smaller.

Final Answer: PixGram ⇒

Answer: (A) [Go Back to Q 8](#)

Q9.

Solution

Concept — Ad exposure: Marketers count how often an ad is displayed.

Key fact: The number of times an ad is shown to users is its *impressions*.

Why other options are wrong:

- (A) a discount and (C) a warranty are sales terms; (B) a refund is a money return — none counts ad displays.

Final Answer: Impressions ⇒

Answer: (D) [Go Back to Q 9](#)

Q10.

Solution

Concept — Email marketing: Brands keep subscribers updated through regular mailers.

Key fact: A regular promotional email sent to opted-in subscribers is an email *newsletter*.

Why other options are wrong:

- (A) a receipt and (C) an invoice confirm a purchase; (D) a password is a



login credential.

Final Answer: Newsletter ⇒ B

Answer: (B) [Go Back to Q 10](#)

Q11.

Solution

Concept — Conversion pages: Ads send traffic to a focused page built to drive one action.

Key fact: A single page created to receive ad visitors and prompt one clear action is a *landing page*.

Why other options are wrong:

- (A) a sitemap lists pages; (B) a server log records activity; (D) a spreadsheet stores data — none is the ad-destination page.

Final Answer: Landing page ⇒ C

Answer: (C) [Go Back to Q 11](#)

Q12.

Solution

Concept — Web navigation: Clickable elements connect pages on the web.

Key fact: Clickable text or an image that takes a user to another page is a *hyperlink*.

Why other options are wrong:

- (B) a footnote is a reference; (C) a watermark is an overlaid mark; (D) a caption is descriptive text.

Final Answer: Hyperlink ⇒ A

Answer: (A) [Go Back to Q 12](#)



Q13.

Solution

Concept — Social-media controls: A simple tap lets users approve content.

Key fact: The thumbs-up icon under a post is the “like” button, used to approve or endorse content.

Why other options are wrong:

- (A) a refresh button reloads; (C) a shopping cart holds items to buy; (D) a battery icon shows charge level.

Final Answer: “Like” button ⇒

Answer: (B) [Go Back to Q 13](#)

Q14.

Solution

Concept — Rapid online spread: Some content is shared explosively.

Key fact: A post shared by huge numbers of people very fast is said to have *gone viral*.

Why other options are wrong:

- (A) “bounced” means leaving quickly; (B) “expired” means ended; (D) “logged out” means signed off — none describes rapid sharing.

Final Answer: Gone viral ⇒

Answer: (C) [Go Back to Q 14](#)

Q15.

Solution

Concept — Social audience: An account’s subscribers are its core audience.

Key fact: People who subscribe to a brand’s social-media updates are its *followers*.

Why other options are wrong:

- (B) investors fund the firm; (C) suppliers provide goods; (D) auditors check accounts — none are social subscribers.



Final Answer: Followers \Rightarrow

Answer: (A) [Go Back to Q 15](#)

Q16.

Solution

Concept — Digital marketing funnel: Users move from first awareness down to purchase.

Key fact: The funnel runs *Awareness* \rightarrow *Click* \rightarrow *Lead* \rightarrow *Customer*; the blank is *Lead* (an interested prospect).

Why other options are wrong:

- (A) Refund, (B) Logout and (C) Unsubscribe are not stages of moving a prospect toward a purchase.

Final Answer: Lead \Rightarrow

Answer: (D) [Go Back to Q 16](#)

Q17.

Solution

Concept — Online ad pricing: Advertisers can pay based on clicks.

Key fact: Paying only when a user clicks the ad is the *pay-per-click* (PPC) model.

Why other options are wrong:

- (A) pay-per-view charges per impression; (C) pay-per-print and (D) pay-per-mile are not online click-based models.

Final Answer: Pay-per-click \Rightarrow

Answer: (B) [Go Back to Q 17](#)



Q18.

Solution

Concept — Reading a bar chart: Compare the heights of the bars.

Step 1 — Values: Post P = 25, Post Q = 17, Post R = 37, Post S = 29 (thousands of likes).

Step 2 — Compare: The tallest bar is *Post R* at 37, the most liked.

Why other options are wrong:

- (A) P (25) and (D) S (29) are lower; (B) Q (17) is the lowest.

Final Answer: Post R ⇒

Answer: (C) [Go Back to Q 18](#)

Q19.

Solution

Concept — Customer-created media: Audiences make their own brand content.

Key fact: Photos, reviews or videos created by customers about a brand are *user-generated content* (UGC).

Why other options are wrong:

- (A) revenue, (B) refunds and (D) receipts are money or transaction terms, not customer-made media.

Final Answer: Content ⇒

Answer: (C) [Go Back to Q 19](#)

Q20.

Solution

Concept — Winning back lost visitors: Marketers can follow up with people who showed interest but left without buying.

Key fact: Showing online ads again to users who already visited a site but did not convert is called *retargeting*, also known as *remarketing*.

How it works: A small tracking code (pixel) records the visit.



Later, ads for that same site are shown to the visitor on other websites and apps. This reminder nudges the person to return and complete the purchase.

Why other options are wrong:

- (A) cold calling is phoning people who have shown no prior interest.
- (C) unsubscribing is a user opting out of emails, not an ad tactic.
- (D) geotagging adds a location label to content; it does not re-show ads to past visitors.

Final Answer: Retargeting (remarketing) ⇒ B

Answer: (B) [Go Back to Q 20](#)

Q21.

Solution

Concept — Content workflow: A blog moves through clear steps from idea to review.

Key fact: The workflow runs *Plan* → *Create* → *Publish* → *Analyse*; the blank is *Publish* (making it live).

Why other options are wrong:

- (A) Delete, (B) Refund and (C) Logout are not steps in producing and releasing content.

Final Answer: Publish ⇒ D

Answer: (D) [Go Back to Q 21](#)

Q22.

Solution

Concept — Profile identity: A small image stands in for the brand online.

Key fact: The small profile image representing a brand is its profile picture, also called an *avatar*.

Why other options are wrong:

- (B) an invoice and (C) a receipt confirm purchases; (D) a refund returns money — none is a profile image.



Final Answer: Avatar ⇒

Answer: (A) [Go Back to Q 22](#)

Q23.

Solution

Concept — Audience size: Marketers count the distinct people a post touches.

Key fact: The number of different people who see a post at least once is its *reach*.

Why other options are wrong:

- (A) price is a cost; (C) a refund returns money; (D) a warranty is a guarantee — none counts unique viewers.

Final Answer: Reach ⇒

Answer: (B) [Go Back to Q 23](#)

Q24.

Solution

Concept — Website behaviour: Marketers track visitors who leave immediately.

Key fact: The percentage of visitors who leave after viewing only one page is the *bounce rate*.

Why other options are wrong:

- (A) refund rate and (D) tax rate are money measures; (B) open rate measures emails opened, not single-page exits.

Final Answer: Bounce rate ⇒

Answer: (C) [Go Back to Q 24](#)

Q25.

Solution

Concept — Prompting action: Ads and pages tell users exactly what to do next.

Key fact: A prompt urging an immediate step (such as “Buy Now”) is a *call to action* (CTA).



Why other options are wrong:

- (A) a privacy policy, (C) terms of service and (D) a disclaimer are legal notices, not action prompts.

Final Answer: Call to action (CTA) ⇒

[Go Back to Q 25](#)



Answer Key

Q	Ans	Q	Ans	Q	Ans	Q	Ans	Q	Ans
1	B	2	C	3	A	4	D	5	B
6	C	7	A	8	A	9	D	10	B
11	C	12	A	13	B	14	C	15	A
16	D	17	B	18	C	19	C	20	B
21	D	22	A	23	B	24	C	25	B

