

GM CET Brands & Brand Communication

Sample Paper – 8

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 **GM CET** (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. **J. Walter Thompson (JWT)** is best known as one of the world's:

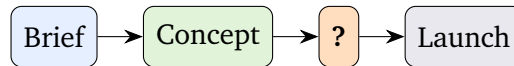
- (A) newest social-media start-ups
- (B) film-production studios
- (C) oldest advertising agencies
- (D) market-research universities

Q2. In an advertising agency, the person who writes the **words and text** of an advertisement is the:

- (A) copywriter
- (B) media buyer
- (C) account manager
- (D) printer

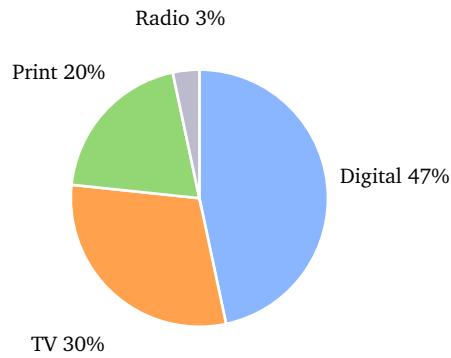


Q3. The diagram shows the usual workflow of an advertising campaign. Which stage fills the blank?



- (A) Recruitment
 - (B) Production
 - (C) Retirement
 - (D) Liquidation
- Q4.** In India, **ASCI** stands for the Advertising Standards Council of:
- (A) Asia
 - (B) Industry
 - (C) Information
 - (D) India
- Q5.** **Cannes Lions** is the top international festival that gives awards for:
- (A) athletics and sport
 - (B) cooking and cuisine
 - (C) advertising and creativity
 - (D) architecture and design of buildings
- Q6.** In an advertising agency, the person responsible for the **visual look** of an advertisement is the:
- (A) art director
 - (B) copywriter
 - (C) finance officer
 - (D) delivery agent
- Q7.** The pie chart shows how a brand splits its advertising budget across four media. On which medium does it spend the **most**?





- (A) TV
- (B) Digital
- (C) Print
- (D) Radio

Q8. The global advertising agency **McCann** created which famous long-running campaign?

- (A) “Connecting People”
- (B) “Because You’re Worth It”
- (C) “Vorsprung durch Technik”
- (D) Mastercard’s “Priceless”

Q9. Newspapers and magazines belong to which broad category of advertising media?

- (A) broadcast media
- (B) outdoor media
- (C) print media
- (D) digital media

Q10. Advertising placed on the sides of **buses, trains, taxis and metro carriages** is called:

- (A) transit advertising
- (B) print advertising



- (C) broadcast advertising
- (D) direct-mail advertising

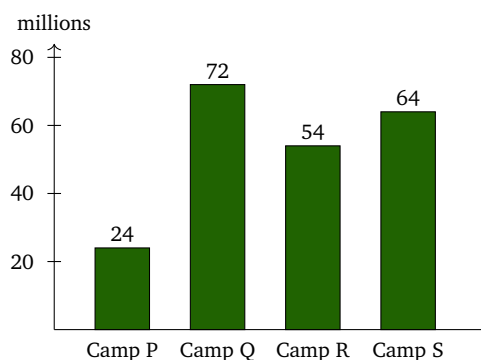
Q11. A coordinated series of advertisements built around a single theme or message is called an:

- (A) invoice
- (B) ad campaign
- (C) audit report
- (D) inventory list

Q12. Television and radio advertisements together belong to which media category?

- (A) print media
- (B) outdoor media
- (C) broadcast media
- (D) postal media

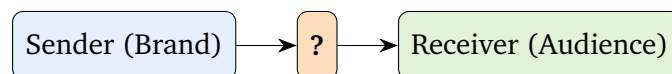
Q13. The bar chart shows the audience reach (in millions) of four ad campaigns. Which campaign reached the **fewest** people?



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



- Q14.** Paid advertisements that appear on a **search engine's results page** when a user types in keywords are called:
- (A) billboard advertising
 - (B) search advertising (paid search)
 - (C) radio advertising
 - (D) direct-mail advertising
- Q15.** The main job of **ASCI** in India is to:
- (A) print all newspapers
 - (B) collect taxes from companies
 - (C) design company logos
 - (D) keep advertisements honest and not misleading
- Q16.** The space a publication sells to advertisers, measured in columns and pages, is known as advertising:
- (A) jingle
 - (B) mascot
 - (C) space (or inventory)
 - (D) royalty
- Q17.** The simple communication model below shows how an advertising message travels from the brand to the audience. In this model, the **receiver's response sent back to the sender** is called:



- (A) feedback
- (B) salary
- (C) warehouse
- (D) refund



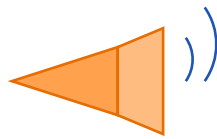
Q18. In a creative team, a copywriter most often works in a pair with an:

- (A) accountant
- (B) art director
- (C) electrician
- (D) security guard

Q19. The famous trophy handed out at **Cannes Lions** is shaped like a:

- (A) star
- (B) crown
- (C) globe
- (D) lion

Q20. The simple icon drawn below is most commonly used in advertising to represent:



- (A) announcing or promoting a message
- (B) paying a bill
- (C) deleting a file
- (D) locking a door

Q21. The four main categories of advertising media are usually listed as print, outdoor, broadcast and:

- (A) postal
- (B) royal
- (C) digital
- (D) musical



- Q22.** An advertisement that gives false or exaggerated claims to deceive buyers is best described as:
- (A) creative
 - (B) misleading
 - (C) premium
 - (D) seasonal
- Q23.** In an agency, the person who acts as the main link between the client and the creative team is the:
- (A) art director
 - (B) copywriter
 - (C) photographer
 - (D) account manager
- Q24.** **Madison Avenue** in New York is famous around the world as a hub for the:
- (A) film industry
 - (B) car-making industry
 - (C) advertising industry
 - (D) fishing industry
- Q25.** Deciding **which media to use and when** to place ads so the campaign reaches the right people is called:
- (A) media planning
 - (B) book-keeping
 - (C) warehousing
 - (D) recruiting



Detailed Solutions

Q1.

Solution

Concept — Advertising agencies: Some agencies have shaped the industry for over a century.

Key fact: *J. Walter Thompson (JWT)* is one of the *oldest advertising agencies* in the world, dating back to the 19th century.

Why other options are wrong:

- (A) it is not a new start-up; (B) it is not a film studio; (D) it is an agency, not a university.

Final Answer: Oldest advertising agencies ⇒

Answer: (C) [Go Back to Q 1](#)

Q2.

Solution

Concept — People in advertising: Different specialists build a single ad.

Key fact: A *copywriter* writes the words and text (headlines, body, slogans) of an advertisement.

Why other options are wrong:

- (B) a media buyer purchases ad space; (C) an account manager handles the client; (D) a printer only prints.

Final Answer: Copywriter ⇒

Answer: (A) [Go Back to Q 2](#)

Q3.

Solution

Concept — Campaign workflow: An ad campaign moves through ordered stages.

Key fact: The flow is *Brief* → *Concept* → *Production* → *Launch*; after the idea is approved it must be *produced* before it can launch.

Why other options are wrong:



- (A) recruitment, (C) retirement and (D) liquidation are not steps in making an advertisement.

Final Answer: Production ⇒ B

Answer: (B) [Go Back to Q 3](#)

Q4.

Solution

Concept — Advertising regulation: India has a self-regulatory body for ads.

Key fact: *ASCI* = Advertising Standards Council of *India*, set up to keep advertising honest.

Why other options are wrong:

- (A) Asia, (B) Industry and (C) Information do not form the “I” in ASCI, which stands for India.

Final Answer: India ⇒ D

Answer: (D) [Go Back to Q 4](#)

Q5.

Solution

Concept — Industry awards: The best advertising work is celebrated globally.

Key fact: *Cannes Lions* is the leading international festival giving awards for *advertising and creativity*.

Why other options are wrong:

- (A) sport, (B) cuisine and (D) building design are unrelated; Cannes Lions honours advertising creativity.

Final Answer: Advertising and creativity ⇒ C

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



Q6.

Solution

Concept — People in advertising: The look of an ad is a separate craft from its words.

Key fact: An *art director* is responsible for the *visual look* of an advertisement — layout, images and design.

Why other options are wrong:

- (B) a copywriter handles words; (C) a finance officer and (D) a delivery agent are not creative roles.

Final Answer: Art director ⇒

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

Q7.

Solution

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

Step 1 — Shares: Digital 47%, TV 30%, Print 20%, Radio 3%.

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

Why other options are wrong:

- (A) TV (30%), (C) Print (20%) and (D) Radio (3%) are all smaller.

Final Answer: Digital ⇒

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

Q8.

Solution

Concept — Agencies and campaigns: Big agencies create campaigns that last for years.

Key fact: *McCann* created Mastercard's long-running "*Priceless*" campaign.

Why other options are wrong:

- (A) "Connecting People" is Nokia; (B) "Because You're Worth It" is L'Oréal;



(C) “Vorsprung durch Technik” is Audi.

Final Answer: Mastercard’s “Priceless” ⇒ D

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

Q9.

Solution

Concept — Media categories: Advertising channels group into a few broad types.

Key fact: Newspapers and magazines are *print media*.

Why other options are wrong:

- (A) broadcast is TV/radio; (B) outdoor is billboards; (D) digital is online — not newspapers or magazines.

Final Answer: Print media ⇒ C

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

Q10.

Solution

Concept — Media categories: Ads carried on vehicles that move through the city form their own group.

Key fact: Advertising placed on buses, trains, taxis and metro carriages is *transit advertising*.

Reasoning:

- These ads travel with the vehicle, so they reach commuters and people on the street.
- Because the medium is the transport system, the standard name is “transit” advertising.

Why other options are wrong:

- (B) print is newspapers/magazines; (C) broadcast is TV/radio; (D) direct-mail is posted to homes.

Final Answer: Transit advertising ⇒ A

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



Q11.

Solution

Concept — Campaign basics: Many ads working together carry one idea.

Key fact: A coordinated set of advertisements built around one theme is an *ad campaign*.

Why other options are wrong:

- (A) invoice, (C) audit report and (D) inventory list are business documents, not advertising.

Final Answer: Ad campaign ⇒ B

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

Q12.

Solution

Concept — Media categories: TV and radio share one transmission family.

Key fact: Television and radio ads are *broadcast media*.

Why other options are wrong:

- (A) print is on paper; (B) outdoor is billboards; (D) “postal media” is not a standard category.

Final Answer: Broadcast media ⇒ C

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

Q13.

Solution

Concept — Reading a bar chart: The shortest bar is the smallest reach.

Step 1 — Values: Camp P = 24, Camp Q = 72, Camp R = 54, Camp S = 64 (millions).

Step 2 — Compare: The shortest bar is *Campaign P* at 24 million.

Why other options are wrong:

- (B) Q (72), (C) R (54) and (D) S (64) all reached more people than P.



Final Answer: Campaign P \Rightarrow

[Go Back to Q 13](#)

Q14.

Solution

Concept — Online advertising: Search engines sell ad slots tied to what users look for.

Key fact: Paid ads that show up on a search engine's results page when a user types keywords are called *search advertising* (also known as paid search).

Reasoning:

- The advertiser bids on keywords; when someone searches those words, the ad appears near the results.
- Because the ad is triggered by the search query, the medium is named search advertising.

Why other options are wrong:

- (A) billboards are outdoor; (C) radio is broadcast; (D) direct-mail is posted to homes — none appear on a results page.

Final Answer: Search advertising (paid search) \Rightarrow

[Go Back to Q 14](#)

Q15.

Solution

Concept — Advertising regulation: A self-regulator protects consumers from bad ads.

Key fact: ASCI's main role is to *keep advertisements honest and not misleading*.

Why other options are wrong:

- (A) printing, (B) tax collection and (C) logo design are not ASCI's job.

Final Answer: Keep advertisements honest and not misleading \Rightarrow

[Go Back to Q 15](#)



Q16.

Solution

Concept — Buying advertising: Publications sell room for ads.

Key fact: The room a publication sells to advertisers, measured in columns and pages, is advertising *space* (or inventory).

Why other options are wrong:

- (A) a jingle is a tune; (B) a mascot is a character; (D) a royalty is a payment for usage rights.

Final Answer: Space (or inventory) ⇒

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

Q17.

Solution

Concept — Communication model: Advertising is a form of communication that flows both ways.

Key fact: In the model *Sender* → *Message* → *Receiver*, the response the receiver sends back to the sender is called *feedback*.

Reasoning:

- The sender (brand) puts out a message and the receiver (audience) takes it in.
- The audience then reacts — a purchase, a comment or a click — and this reaction travelling back to the brand is the feedback.
- Feedback tells the brand whether the message worked, completing the loop.

Why other options are wrong:

- (B) salary, (C) warehouse and (D) refund are not parts of the communication model.

Final Answer: Feedback ⇒

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



Q18.

Solution

Concept — Creative teams: Words and visuals are crafted together.

Key fact: A copywriter classically partners with an *art director*, one handling text and the other the visuals.

Why other options are wrong:

- (A) accountant, (C) electrician and (D) security guard are not part of the creative pairing.

Final Answer: Art director ⇒

[Go Back to Q 18](#)

Q19.

Solution

Concept — Award trophies: A festival's trophy often reflects its name.

Key fact: The Cannes *Lions* trophy is shaped like a *lion*.

Why other options are wrong:

- (A) star, (B) crown and (C) globe are trophies of other awards, not Cannes Lions.

Final Answer: Lion ⇒

[Go Back to Q 19](#)

Q20.

Solution

Concept — Marketing icons: Simple symbols stand for advertising ideas.

Key fact: The *megaphone* icon (with sound waves) represents *announcing or promoting a message*.

Why other options are wrong:

- (B) paying, (C) deleting and (D) locking are shown by other icons, not a megaphone.



Final Answer: Announcing or promoting a message ⇒

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

Q21.

Solution

Concept — Media categories: The standard list has four broad types.

Key fact: The four main media are *print, outdoor, broadcast and digital*.

Why other options are wrong:

- (A) postal, (B) royal and (D) musical are not standard advertising media categories.

Final Answer: Digital ⇒

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

Q22.

Solution

Concept — Honest advertising: Regulators target deceptive claims.

Key fact: An ad with false or exaggerated claims meant to deceive is *misleading*.

Why other options are wrong:

- (A) creative, (C) premium and (D) seasonal describe other qualities, not deception.

Final Answer: Misleading ⇒

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

Q23.

Solution

Concept — People in advertising: Someone must connect client and creatives.

Key fact: The *account manager* (account handler) is the main link between client and creative team.

Why other options are wrong:



- (A) art director and (B) copywriter are creatives; (C) a photographer shoots images.

Final Answer: Account manager ⇒ D

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

Q24.

Solution

Concept — Advertising geography: A single street became a symbol of the trade.

Key fact: *Madison Avenue* in New York is famous as the hub of the *advertising industry*.

Why other options are wrong:

- (A) film, (B) car-making and (D) fishing are not what Madison Avenue is known for.

Final Answer: Advertising industry ⇒ C

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

Q25.

Solution

Concept — Media planning: Reaching the right people needs a plan.

Key fact: Deciding which media to use and when to place ads is *media planning*.

Why other options are wrong:

- (B) book-keeping, (C) warehousing and (D) recruiting are unrelated business tasks.

Final Answer: Media planning ⇒ A

Answer: (A) [Go Back to Q 25](#)



Answer Key

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

