



**EAST AFRICAN SCHOOL OF AVIATION**  
**FINAL EXAMINATION**  
**ACM 03**  
**SUBJECT: ADVERTISING**

Duration: 2 HRS

DATE:

TIME: 1100-1300Hrs.

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INSTRUCTIONS TO ALL CANDIDATES

- 1. Answer all questions*

- 1) The main aim of advertising is \_\_\_\_\_.
  - A) Two-fold
  - B) Three-fold
  - C) One-fold
  - D) Both A and B
- 2) All but one of the following are main aims of advertising.
  - A) To boost sales
  - B) Create/improve the company's image
  - C) To make the market respond
  - D) Both A And B
- 3) The key to advertising is to promote your product and services and \_\_\_\_\_, and word of mouth referrals.
  - A) Boost sales
  - B) Attract inquiry
  - C) Make the market respond
  - D) Create/improve company image
- 4) A marketing \_\_\_\_\_ is a tool often used prior to making the decision to advertise.
  - A) Plan
  - B) Map
  - C) Campaign
  - D) Both A and B
- 5) To determine how to focus your marketing, you first need to know your current \_\_\_\_\_ and \_\_\_\_\_.
  - A) Sellers, buyers
  - B) Customers, sellers
  - C) Prospects, buyers
  - D) Customers, prospects
- 6) Which one of the following is not among the steps to follow when conducting a marketing survey?
  - A) Determine who knows and who doesn't know about your complete range of products and services
  - B) Those who know about your product range and services need not be surveyed as to whether or not they have tried your products.
  - C) Those who know about your product range and services need to be surveyed as to whether or not they have tried your products.
  - D) For those that have tried your products, collect data on which products they used and that they needed modification.
- 7) One of the following is not among the methods of conducting a market research Name it.
  - A) Online
  - B) Sales team
  - C) Ad agency
  - D) Own primary research
- 8) The best method of conducting marketing research is \_\_\_\_\_.
  - A) Ad agency
  - B) Sales team
  - C) Inhouse data review
  - D) A combination of all of the above

- 9) Shippers use airfreight services under all but one of the following circumstances:
- A) When the shipment is valuable
  - B) An opportunity cost is involved
  - C) Cost is inventory-related
  - D) All of the above
- 10) It is important to determine whether your survey is measuring knowledge of your company, your products or \_\_\_\_\_.
- A) Sales
  - B) Profits
  - C) Goods
  - D) Services
- 11) The advertising message should promote your answers to \_\_\_\_\_ generic shipping challenges.
- A) Address
  - B) Handle
  - C) Solve
  - D) Both A and B
- 12) Your advertising will be a \_\_\_\_\_ campaign, not targeting the average person on the street.
- A) B2C
  - B) B2B
  - C) A2B
  - D) Both A and C
- 13) The definition of \_\_\_\_\_ advertising is a marketing strategy that involves the transaction of goods or services between businesses.
- A) B2C
  - B) B2B
  - C) A2B
  - D) Both A and C
- 14) Advertising can be done in an interesting, amusing or \_\_\_\_\_ way.
- A) Exciting
  - B) Lovely
  - C) Glamorous
  - D) amusing
- 15) Some of your clients view advertising as a part of modern business life that must be \_\_\_\_\_ and \_\_\_\_\_.
- A) Embraced, loved
  - B) Endured, embraced
  - C) Tolerated, embraced
  - D) Tolerated, endured
- 16) Your advertising must break through the typical advertising \_\_\_\_\_ all businesses experience on a daily basis, and cause the recipient to respond to your offer.
- A) Trend
  - B) Clutter
  - C) Method
  - D) Both A and C
- 17) When you promote the product that the recipient of your product needs, they \_\_\_\_\_ the information, retain it and refer to it when they need to use it.
- A) Love,
  - B) Appreciate
  - C) Digest
  - D) Both A and B
- 18) To be as effective as possible, advertising must reach your company's targeted \_\_\_\_\_.

- A) Groups
- B) Markets
- C) Segments
- D) Profit

19) In the context of airfreight, advertising is the process of informing potential buyers of all but one of the following.

- A) Existence of an airfreight opportunity that your u offer
- B) Existence of an airline that can carry the cargo
- C) Advantages of using airfreight services, purchased through your company
- D) Existence of an opportunity for your company to make a profit

20) Advertising campaign is challenging at best.

- A) True
- B) False

21) Your chances of success at advertising are better if you have a record of past advertising activity to refer to and details of what \_\_\_\_\_ and what \_\_\_\_\_

- A) Worked, didn't
- B) Sold, didn't
- C) Was bought, wasn't
- D) Worked, didn't

22) There are \_\_\_\_\_ steps in designing, developing and implementing an ad campaign.

- A) 6
- B) 7
- C) 8
- D) 9

23) Market research data can be obtained from all but one of the following sources:

- A) Primary
- B) Subsidiary
- C) Secondary
- D) Tertiary

24) You need to have sufficient \_\_\_\_\_ to support your ad campaign and to \_\_\_\_\_ as necessary.

- A) Ideas, repeat
- B) Methods, present
- C) Finance, repeat
- D) Graphics, display

25) People are likely to remember an advertising message, after they have heard, read or seen an advert at least \_\_\_\_\_ times.

- A) 2
- B) 3
- C) 4
- D) 5

26) When designing an ad campaign, you must be absolutely sure that you understand your client's \_\_\_\_\_ and \_\_\_\_\_.

- A) Needs and wants
- B) Wants and challenges
- C) Needs, challenges
- D) Challenges and wants

27) \_\_\_\_ is the easiest measurement in sales and the growth in units

- A) Keep it consistent
- B) Keep it hard
- C) Keep it simple
- D) FTKs

28) Advertising is a form of \_\_\_\_\_

- A) Creativity

- B) Mass communication
  - C) Research
  - D) Both A and B
- 29) One of the following is an advantage of the competitive parity method of establishing an advertising budget.
- A) Easy approach for companies with predictable sales patterns
  - B) It ties the use of funds directly with the tasks you have chosen to accomplish
  - C) Easy to understand and safe
  - D) You are dealing with a known amount.
- 30) One of the following is an advantage of the percentage of sales method of establishing an advertising budget.
- A) Easy approach for companies with predictable sales patterns
  - B) Easy to understand and safe
  - C) You are dealing with a known amount
  - D) Both B and C
- 31) One of the following is an advantage of the task and investment method of establishing an advertising budget.
- A) Easy approach for companies with predictable sales patterns
  - B) Easy to understand and safe
  - C) You are dealing with a known amount
  - D) It is an accurate method. It ties the use of funds directly to the tasks chosen for accomplishment
- 32) One of the following is a disadvantage of the task and investment method of establishing an advertising budget.
- A) If the advertising campaign flops it could be costly
  - B) Assumes that the industry average applies to all businesses
  - C) Budget is based on a past performance
  - D) Both A and B
- 33) When selecting an advertising agency, be aware that:
- A) All advertising agencies are aware of the differences between cargo and passenger transport requirements
  - B) Not all advertising agencies are aware of the differences between cargo and passenger transport requirements
  - C) Only agencies that have made a cargo transport previously are able to do attractive ads.
  - D) Most ad agencies do not understand the cargo transportation business
- 34) Before engaging an ad agency, the cargo marketing manager should prepare an \_\_\_\_\_ on an \_\_\_\_\_.
- A) ROI, RPF
  - B) RFI, RFP
  - C) RIF, RFP
  - D) RIO, RPF
- 35) It is of the utmost importance that the ad agency that is selected understands the \_\_\_\_\_ of the air cargo industry and the \_\_\_\_\_ your company offers.
- A) Type, service
  - B) Kind, products
  - C) Nature, service
  - D) Type, items
- 36) The ad agency normally has two critical functions. Creating the advertising message and \_\_\_\_\_
- A) Decide on who is target audience for the message
  - B) Decide on the proper media for the message
  - C) Conducting marketing research on the suitable message for the ad.
  - D) Both B and C

- 37) Which one of the following is not among the questions about establishing an advertising budget is no correct?
- A) How much money is required?
  - B) How much do we need to spend to ensure and maintain the cargo department's profitability?
  - C) The cargo department's objectives
  - D) How much money needs to be spent in order to pass the advertising threshold?
- 38) In the context of airfreight, advertising may be described as the process of informing potential buyers about all but one of the following
- A) Existence of the airfreight opportunity you offer
  - B) Existence of airline XYZ hat can carry cargo
  - C) Advantages of using airfreight services purchased through your company
  - D) Disadvantages of using airfreight services purchased through your competitor's company
- 39) One of the following is not among the steps involved in designing an advertising campaign.
- A) Market Research
  - B) Budgeting
  - C) Setting maximum profits
  - D) Choosing the advertising outlet
- 40) When setting objectives for advertising, under the "to remind" category of objectives, which one of the following is not correct?
- A) Where and how to purchase your products
  - B) Keeping your brand top-of-mind during high season
  - C) Maintain the product's 'top-of awareness' status
  - D) That your products may be needed in the near future
- 41) When establishing an advertising budget, it is necessary to ask all but one of the following questions:
- A) How much money is required?
  - B) How much money is available?
  - C) How much do we want to spend?
  - D) What are the cargo department's?
- 42) In essence advertising spend is all but ROI. Meaning\_\_\_\_\_.
- A) Return on interest
  - B) Return on investment
  - C) Resale on interest
  - D) Return on increase
- 43) The three most common methods of determining an advertising budget include all; but one of the following.
- A) The percentage of sales method
  - B) The competitive parity method
  - C) Task and investment method
  - D) Investment and profit method
- 44) All but one of the following are key monitoring elements on the shipper's attitudes towards the company's cargo operations.
- A) An increase in inbound calls
  - B) Increased activity on the company website
  - C) More complaints about the services offered by your company
  - D) Downloads of your eBrochures
- 45) The advertising must be measurable and creating a SMART goal. The S in in 'Smart' stands for\_\_\_\_\_.
- A) Special
  - B) Specific
  - C) Sophisticated
  - D) Both A and B
- 46) Each component in a smart goal is measurable and supports the phrase, "You can only manage what you can\_\_\_\_\_.
- A) Count

- B) Measure
  - C) Achieve
  - D) Both A and B
- 47) When using social media marketing, it is important to attach \_\_\_\_\_ mechanisms, such as e-coupons or short surveys to check the effectiveness.
- A) Response
  - B) Delivery
  - C) Distribution
  - D) Both A and B
- 48) You must manage the customer comments and anything \_\_\_\_\_ that is posted online. must be responded to, quickly, efficiently and openly.
- A) Interesting
  - B) Supportive
  - C) Derogatory
  - D) Both A and C
- 49) Any negative comment that is posted online. must be responded to, quickly, efficiently and \_\_\_\_\_.
- A) Seriously
  - B) Firmly
  - C) Openly
  - D) Both A and B
- 50) When allocating funds for various marketing initiatives, the right question that must be addressed by a cargo marketing manager is \_\_\_\_\_.
- A) Is advertising really the right method of promotion for airfreight services
  - B) Is advertising really necessary for promotion of airfreight services
  - C) What is the amount of money required for Is advertising of airfreight services?
  - D) Both A and C
- 51) All but one of the following are methods through which advertising aims can be achieved.
- A) The targeted group uses more of the cargo product
  - B) The targeted group stops using the competitor's products
  - C) The targeted group starts using our products
  - D) The targeted group gets to decide which of our products that he should use
- 52) All but one of the following are four goals of advertising.
- A) Target group must be aware of the message
  - B) Target group must understand the message
  - C) Target group must remember the message
  - D) Target group must recite the message
- 53) All but one of the following are among the six media selection criteria for advertising.
- A) The communication requirement
  - B) Emphasis on the prime prospect
  - C) Online sales analysis
  - D) Efficiency/effectiveness balance
- 54) All but one of the following are individual personal forms of advertising.
- A) Telephone
  - B) Sales calls
  - C) Mail
  - D) Twitter
- 55) This social network is business related and used to build corporate contacts. This is \_\_\_\_\_ .
- A) Facebook
  - B) Twitter
  - C) Email
  - D) LinkedIn

- 56) All but one of the following are components of the transportation costs.
- A) Packing costs
  - B) Loading costs
  - C) Pick-up charges
  - D) Delivery charges
- 57) The price should always relate to the results of a \_\_\_\_\_
- A) Customer
  - B) Seller
  - C) Carrier
  - D) Both B and C
- 58) To get a complete picture of the total distribution costs, the rate of interests and the \_\_\_\_\_ of goods in storage and during transport must always be calculated.
- A) Price
  - B) Value
  - C) Charge
  - D) Cost
- 59) This type of pricing involves deliberately starting off with an artificially high price \_\_\_\_\_.
- A) Lose leader pricing
  - B) Offset pricing
  - C) Prestige pricing
  - D) Market-based pricing
- 60) Transportation costs represent what % of the Total distribution costs.
- A) 40%
  - B) 35%
  - C) 30%
  - D) 25%
- 61) Transportation costs represent what % of the Total distribution costs.
- A) 40%
  - B) 35%
  - C) 30%
  - D) 25%
- 62) All but one of the following points of information will be necessary when making calculations for the total distribution costs.
- A) Freight rates
  - B) Annual turnover for the goods
  - C) Value of the products
  - D) Insurance costs
- 63) Although an airfreight rate may be higher than a rate for another long-distance mode, the \_\_\_\_\_ costs may be lower for airfreight.
- A. Packing
  - B. Total Distribution
  - C. Insurance Band C
- 64) It is necessary to make a total distribution costs calculation for both the \_\_\_\_\_ and \_\_\_\_\_ modes of transportation to determine which will be more cost-effective.
- A) Airfreight, road
  - B) Sea freight, Rail
  - C) Rail, airfreight
  - D) Airfreight, sea freight
- 65) Your advertising campaign will be a B2B (Business to Business) campaign, not targeting the \_\_\_\_\_ person on the street that is termed B2C (Business to Consumer).
- A) Medium
  - B) Average



- C) Usual
- D) middle

- 66) The definition of \_\_\_\_\_ advertising is a marketing strategy that involves the transaction of goods or services between businesses.
- A) B2B
  - B) B2C
  - C) C2B
- 67) Everyone has their opinions about advertising, what works and what doesn't, and that is the main challenge for the Cargo Marketing Manager.
- A) what doesn't work and what does
  - B) what is applicable and what isn't
  - C) what works and what doesn't
  - D) what is manageable and what doesn't
- 68) The key to all advertising is to promote your products and services, attract inquiry and hopefully \_\_\_\_\_
- A) Expand the market share
  - B) Customer satisfaction
  - C) Increased revenue
  - D) word of mouth referrals
- 69) Advertising is generally useful when the survey responses indicate all but one of the following situations to overcome:
- A) A high percentage fits into the "don't know" category
  - B) A high percentage have tried the product but are indifferent
  - C) A high percentage have not tried the product and are indifferent
  - D) A high percentage who are positive or indifferent, but have not yet tried the product
- 70) All but one of the following are main components of physical distribution costs.
- A) Administration
  - B) Transportation
  - C) Warehousing
  - D) Packing
- 71) \_\_\_\_\_ must be determined for each of the main components in the total distribution.
- A) Profits
  - B) Costs
  - C) Investments
  - D) Sales
- 72) All \_\_\_\_\_ must be evaluated simultaneously.
- A) Profits
  - B) Costs
  - C) Investments
  - D) Sale
- 73) There are eight basic steps in designing, developing and implementing an ad campaign:
- A) 5
  - B) 6
  - C) 7
  - D) 8
- 74) Research has shown that people remember an advertising message after they have heard, read or seen it at least \_\_\_\_\_ times.
- A) Three
  - B) Four
  - C) Five
  - D) Six
- 75) The creative work, graphic design and writing, is best left to the \_\_\_\_\_ Cargo Marketing Manager and \_\_\_\_\_ the marketing team.
- A) Management, Marketing team

- B) Cargo Marketing Manager, Management
  - A) Cargo Marketing Manager, Marketing team
  - C) Advertising Agent, Management
- 76) Make sure one is monitoring the ad placement. Response time today is within\_\_\_\_\_, not 24 hours.
- A) Seconds, hours
  - B) Minutes, hours
  - C) Minutes, seconds
  - D) Both A and B
- 77) When evaluating the advertising campaign, which one of the following is not among the methods of evaluation?
- A) An increase in inbound calls
  - B) Increased activity on your website
  - C) More requests for information
  - D) Requests to engage socially via WhatsApp
- 78) Which one of the following is not among the parameters of selecting a suitable mode of transport for the shipper?
- A) Revenue
  - B) Speed
  - C) Regularity
  - D) Reliability
- 79) Generally speaking, the \_\_\_\_\_ is regarded as the most important element in securing the best possible service from an advertising agency.
- A) Report
  - B) Brief
  - C) Price
  - D) Information
- 80) The five main purposes of an advertising campaign are:
- A) To report
  - B) To recommend and instruct
  - C) To inform and explain
  - D) To influence and persuade
- 81) All but one of the following are among the methods for setting an advertising budget.
- A) The Percentage of Sales Method
  - B) The Competitive Parity Method
  - C) The Task and Investment Method
  - A) The Percentage of Profit Method
- 82) \_\_\_\_\_ has been in the business world for more than 40 years
- A) Twitter
  - B) Email
  - C) YouTube
  - D) RSS
- 83) \_\_\_\_\_ is an orange-coloured icon featuring two curved lines and one dot.
- A) Twitter
  - B) Email
  - C) YouTube
  - D) RSS
- 84) In the freight industry\_\_\_\_\_ has an invisible cost, due to high interests paid on\_\_\_\_\_ tied up in goods under production, in warehouses and during transportation.
- A. Distribution
  - B. Capital
  - C. Storage
  - D. Both A and B

- 85) The chosen ad agency should also be well versed with \_\_\_\_\_.  
A) Pricing methods  
B) Social media marketing  
C) Traditional marketing  
D) Both A and B
- 86) Generally, the \_\_\_\_\_ is regarded as the most important element in securing the best possible service from an advertising agency.  
A) Ad  
B) Brief  
C) Message  
D) Both A and C
- 87) All but one of the following are parameters that should be targeted by an ad message.  
A) Price  
B) Speed  
C) Regularity  
D) Product
- 88) Who among the following is the advertising message aimed at?  
A) Sales agents  
B) Customer care agents  
C) Decision makers  
D) Both A and B
- 89) If the \_\_\_\_\_ is to be accurate, it is important that the Campaign be monitored at three points - before, during and after placement as effective as possible, advertising must reach your company's targeted \_\_\_\_\_.  
A) Ad  
B) forecast  
C) Message  
D) Result
- 90) Generally, when a word is written down in advertising, there are \_\_\_\_\_ purposes for doing so.  
A) 4  
B) 5  
C) 6  
D) 7
- 91) All but one of the following is among the objectives of advertising.  
A) To ask,  
B) To remind  
C) To inform and explain  
D) To train and equip
- 92) Under the objective of reporting, we ought to report on \_\_\_\_\_ and \_\_\_\_\_ news.  
A) Bad, not so bad  
B) Good, not so good,  
C) Fair, not so fair  
D) Both A and B
- 93) \_\_\_\_\_ is an orange-colored icon, featuring two curved lines and one dot, usually linked to the company website.  
A) Applications  
B) QR code  
C) Twitter  
D) RSS
- 94) To access the information 'behind' the \_\_\_\_\_ a business client uses their mobile phone to scan and be redirected to the company website.  
A) Applications  
B) QR code

- C) Twitter
  - D) RSS
- 95) The cost of any article available for purchase in a shop basically comprises of all but one of the following.
- A) Production cost
  - B) Total distribution costs
  - C) Taxes
  - D) Investments
- 96) All but one of the following are ways through which profit can be increased.
- A) Lower the production costs
  - B) Lower the distribution cost
  - C) Increase the sales price
  - D) Lower the insurance costs
- 97) Today the cost of \_\_\_\_\_ tends to be much higher than the cost of \_\_\_\_\_.
- A) Production, Insurance
  - B) Distribution, production
  - C) Sales, production
  - D) Production, distribution
- 98) Today, goods are becoming cheaper to produce.
- A) True
  - B) False
- 99) Shippers use airfreight services when:
- A) Their shipment is Valuable.
  - B) T an opportunity cost is not involved.
  - C) When the cost is not inventory-related.
  - D) When there are deadlines and time challenges
- 100) The invisible high cost of \_\_\_\_\_ is an issue to customers, shippers and cargo agents must be aware of.
- A) Packing
  - B) Production
  - C) Time
  - D) Storage

**End.**