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1. Like a _____, the subheads transmit key sale points fast.

a) Sales Letter (Correct)

2. _____ typically write up findings in the form of briefings in focus group research method.

a) Moderators (Correct)

b) Psychologists

c) Participants

d) Sociologists

3. Which one of the following is NOT a source for generating effective copy ideas?

a) Suggestion of others (Correct)

b) Study of other advertising

c) Personal observation

d) Reflecting in silence

4. Highly involved _____ are more motivated and actively looking for information.

a) Target audiences (Correct)

b) Advertisers

c) Employees

d) Customers

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5. Which of the following headline identifies the name of the product?

- a) Label headline (Correct)
- b) Descriptive headline
- c) News headline
- d) Provocative headline

6. Who studies the organization, institutions, and development of societies, with a particular interest in identifying causes of the changing relationships among individuals and groups?

- a) Sociologist (Correct)
- b) Psychologist
- c) Anthropologist
- d) Archaeologist

7. Who among the following selects media vehicles to implement established media strategies?

- a) Media planners (Correct)
- b) Media directors
- c) Media buyers
- d) Media managers

8. If someone constantly uses the same brand without testing another, the same brand is called _____.

- a) Brand loyal (Correct)
- b) Brand lovers
- c) Brand dependent
- d) Brand conscious

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9. All of the following are limitations of Radio as an advertising medium, EXCEPT:

- a) Creativity and Impact
- b) Assessable to limited areas
- c) Clutter
- d) Cost (Correct)

10. Editing is _____.

- a) Considering and defining
- b) Correcting and modifying
- c) All of the given options (Correct)

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