



B.K. BIRLA CENTRE FOR EDUCATION

SARALA BIRLA GROUP OF SCHOOLS
A CBSE DAY-CUM-BOYS' RESIDENTIAL SCHOOL

MID APRIL TEST-2026
MASS MEDIA STUDIES (835)

MARKING SCHEME

Class: XII
Date: 18.04.26
Admission no:

Time: 1hr
Max Marks: 25
Roll no:

SECTION A

Q1. In advertising strategy, which type of market segmentation focuses on lifestyle, status, and personality traits of consumers? 1

- A. Geographic segmentation B. Demographic segmentation
C. Psychographic segmentation D. Behaviouristic segmentation

Q2. Which of the following best explains the relationship between product features and consumer benefits in advertising? 1

- A. Features describe the price while benefits describe the packaging **B. Features are product characteristics while benefits explain the value received by the consumer**
C. Features are used only for industrial products D. Benefits are unrelated to consumer needs

Q3. Which of the following is NOT a function of advertising? 1

- A. Creating brand loyalty B. Introducing new products
C. Reducing consumer awareness D. Expanding sales

Q4. Which advertising medium combines the characteristics of both published media and audio-visual media? 1

- A. Radio **B. Internet** C. Newspapers D. Billboards

Q5. Which advertising strategy involves embedding a product or brand within entertainment content such as films or television programmes? 1

- A. Cross Promotion **B. Covert Advertising** C. Direct Mail D. Outdoor Advertising

Q6. Which type of advertising primarily aims at building the image and reputation of a company rather than directly promoting a specific product? 1

- A. Product Advertising **B. Institutional Advertising**
C. Comparative Advertising D. Point-of-Purchase Advertising

Q7. Which form of advertising is designed to influence consumers to make impulsive buying decisions at retail locations? 1

- A. Direct-Mail Advertising B. Informational Advertising
C. Point-of-Purchase Advertising D. Advocacy Advertising

SECTION B

Q8. State any two functions of advertising. 2

A: Advertising introduces new products in the market and helps distinguish them from competitors. It also creates brand identity and brand loyalty, encouraging consumers to remember and repeatedly purchase the product.

Q9. Explain the concept of Cross Promotion in advertising. 2

A: Cross promotion is a marketing strategy where two or more businesses promote each other's products or services. It helps increase brand visibility, reach a wider audience, and reduce advertising costs.

SECTION C

Q10. Explain the role of market research in defining the target market for advertising. 3

A: Market research helps advertisers identify the characteristics, needs, and preferences of potential customers. It collects data about the socio-economic, psychological, and behavioural profiles of consumers. This information helps companies define their target market, position the product effectively, and design advertising campaigns that appeal directly to the intended audience, increasing the chances of successful product promotion.

Q11. Explain the concept of Comparative Advertising. 3

A: Comparative advertising is a form of advertising in which one brand compares its product directly or indirectly with competing brands. The purpose is to show that the advertised product is superior in quality, features, or performance. Although competitors are usually not named directly, the comparison highlights advantages to influence consumer choice and create competitive positioning in the market.

SECTION D

Q12. Explain the major functions of advertising. 4

A: Advertising performs several important functions in the marketing process. One of its primary functions is to introduce new products into the market and create awareness among consumers. It helps distinguish a product from its competitors by highlighting its unique features and benefits. Advertising also plays a key role in building and maintaining a strong brand identity through repeated messages and associations. This helps develop brand loyalty among customers, encouraging them to repeatedly choose the same product. Additionally, advertising sustains consumer interest in existing brands and reminds people about the product. It also helps expand sales by reaching a wider audience and creating new demand. By constantly communicating with consumers, advertising creates excitement and keeps the product relevant in the market.

Q13. Explain any four forms of advertising. 4

A: Advertising takes many forms depending on its purpose and audience. **Product advertising** focuses on promoting a specific product by highlighting its features and benefits to attract consumers. **Institutional advertising** aims to build the company's image and reputation rather than selling a particular product. It often highlights the organization's values and social initiatives. **Public service advertising** spreads awareness about social issues such as health, safety, or environmental protection and encourages positive behaviour in society. **Comparative advertising** compares one product with competing brands to show its superiority in terms of quality, price, or features. These different forms of advertising help organizations communicate effectively with consumers, influence public opinion, and strengthen brand identity in the market.