

VIVEK COLLEGE OF COMMERCE

TYBMM SEM VI 2019-2020

SUBJECT: Legal Environment and Advertising Ethics

MCQ - SAMPLE QUESTIONS

SR. NO.	QUESTIONS	A	B	C	D	CORRECT ANSWER
1	A person who defames other, also known as.	Defamer	Slander	Libeler	Claimant	Defamer
2	A physical threat that creates fear through the use of computer technology, webcams, websites	SMS Spoofing	Cyber Stalking	Carding	Craking	Cyber Stalking
3	Any article intended to be rubbed, poured, sprinkled on, applied to human body for cleansing and beautifying	Drug and Cosmetic Act	Drug and Magic Remedies Act	Drug and Price Control Act	Herbal , Ayurveda Products	Drug and Cosmetic Act
4	A mark capable of being represented graphically and which is capable of distinguishing the goods and services from the competitors	Copyright	Trademark	Symbol	Patent	Trademark
5	What is the full form of ASCI?	Advertising Standard Complementary Issues	Act of Standard Commission Issues	Advertising Standard Council of India	Act of Security Consumer Issued	Advertising Standard Council of India

6	When you are attracted to a product by watching an advertisement but without being conscious of it , it is:	Unethical advertising	Puffery	Subliminal advertising	Surrogate advertising	Subliminal advertising
7	----- refers to any business practice or act that is deceptive, fraudulent, or causes injury to a consumer	Fraud Practice	Business Unethical Trade Practices	Unfair Trade Practices	Illegal Trade Practices	Unfair Trade Practices
8	_____ is the mark used for certification of agro based goods	Agmark	Six sigma	Bis mark	ISI	Agmark
9	If an advertisement shows only selective information to make its product look attractive or useful, it is	Manipulation by advertising	False claims	Subliminal advertising	Political advertising	Manipulation by advertising
10	The author of Understanding Power is	Vance Packard	Noam Chomsky	Noami Klein	Noami Woolf	Noam Chomsky