

1. 1. The main objective of the marketing is:

- Satisfaction of needs and wants
- Production of goods
- Maximization of sales
- Self-actualization
- Best service

2. 2.What is the “Marketing mix”:

- 4 “P”
- Distribution policy of a company
- Pricing policy of a company
- Product policy of a company
- Communication policy of a company

3. 3. Description of belonging of ‘marketing myopia’ meaning:

- Product concept
- Ethical concept
- Marketing concept
- Salle concept
- Social marketing

4. 4.The main marketing complex for conducting of marketing activity:

- Marketing mix
- Marketing research
- Marketing technologies
- Marketing environment
- Concepts of marketing

5. 5. "4 P":

- Marketing complex
- Marketing goals
- Channels of distribution
- Communication policy
- Marketing strategies

6. 6. What is Marketing?:

- Companies’ activity for satisfaction needs and wants
- Financial and economic process
- Public management process
- Marketing research process

- Societal activities for defence of consumer rights

7. 7. “Marketing environment” includes:

- Internal and external environment
- Marketing politics
- Marketing strategies and decisions
- Marketing reports and analysis
- Marketing mix

8. 8. What is “Secondary data”?:

- Information that already exists somewhere
- Primary information
- Observational research
- Casual research
- Questionnaire

9. 9. What is “Primary data”?:

- Information collected for the specific purpose at hand
- Database of clients
- Accounting documents
- ISO documents
- Internal reports

10. 10. The first step for marketing activity is:

- Human wants and needs research
- Advertising research
- Sales promotion
- Observation
- No answer

11. 11. The main benefit of secondary data is:

- Cheap and fast way for receiving information
- Good methodology
- Secret way of receiving information
- Non-personal
- High level of result

12. 12. Social marketing concept is:

- Balance of profits, human wants and society
- Satisfaction wants of society only
- Satisfaction of companies’ requirements
- Human welfare
- Material comfort

13. 13. Process of “Market segmentation” is:

- Dividing the market into distinct groups of buyers
- Market observation
- Byers’ behavior analyses
- Observation of different types of markets
- Evaluating of customers

14. 14. What is “Internal marketing environment”?:

- Marketing and Management of company
- Competitors
- Different types of buyers
- Suppliers and publics
- Intermediaries of company

15. 15. There are face-to face, by- phone, by-post:

- Survey
- Observation
- Explaining
- Focus- group
- Brain-storming

16. 16. What are the sources for secondary data?:

- Accounting and statistical reports
- Advertising
- Promotion
- Technical characteristics
- Newspapers

17. 17. Communication strategy is:

- Promotion mix strategy
- Marketing mix strategy
- marketing research strategy
- Before - sale service strategy
- After- sale service strategy

18. 18. What is “Consumers market”?:

- All the individuals and households
- Model of behavior
- All participants of markets
- Intermediaries
- No answer

19.19. Consumer’s “black box” considers:

- Buyer's characteristics and buyer's decision process
- Marketing activity process
- Marketing mix
- Political factors
- Technological factors

20. 20. The main psychological factors are:

- Motivation, perception, learning, beliefs
- Lifestyle, occupation, economic situation
- Roles and status
- Family, groups
- Sub-culture, cross- culture, social classes

21.21. The “buying decision process” starts from:

- Needs recognition
- Evaluation of alternatives
- Information search
- Programming
- Analyses

22.22. What is “Target market”?:

- A set of buyers with common needs or characteristics
- Business consumers
- Intermediaries
- All buyers
- Buyers with unique needs

23. 23. Product is?

- Anything that can be offered to a market
- Any activity or benefit
- Physical substance of anything
- Purchasing goods
- Tangible and intangible assets

24.24. An “Actual level of product” includes:

- Features, design, quality
- Warranties, consulting
- Instructions, delivery
- Credits, installations
- Problem- solving benefits

25.25. Shopping product is characterized as:

- Less frequent purchase

- Widespread distribution
- Mass promotion
- Lowest price
- Little comparison

26.26. “Brand” is:

- A name, design, symbol
- Label, package
- Product quality
- Product performance to consumers
- Product advertising

27.27. New product development process starts from:

- Idea generation
- Business analyses
- Commercialization
- Product development
- Marketing strategy

28.28. What is the “Maturity period”?:

- Slowdown in sales growth
- When sales fall off
- Period with rapid growth
- Profits drop period
- No answer

29. 29. Product Life Circle(PLC) is:

- The course of a product sales and profits over its life time
- Marketing research process
- Decision making process
- Product development
- Product strategy

30.30. Decline stage is characterized as:

- Declining sales
- High cost per customer
- Growing number competitors
- Peak sales
- Maximization of market share

31.31. One of the Internal factors, affecting pricing decisions:

- Cost
- Demand
- Competitor’s pricing

- Consumer's perception
- Governments

32.32. "Market skimming" pricing strategy is:

- Setting a high price
- Low price strategy
- Value- based pricing
- Assortment pricing
- Different prices

33.33. "Market penetration" pricing strategy is:

- Setting a low price
- Price lines
- Psychological prices
- Price wars
- Differentiation in pricing

34.34. Vertical marketing system is characterized as:

- A distribution channel, in which producer and intermediaries act as unified system
- A channel consisting one or more independent producers
- In which two or more companies at one level join together
- In which a single firm sets up two or more marketing channels
- Direct marketing channel

35.35. "Intensive distribution" is connected with:

- Stocking the product in many outlets
- Stocking the product in one outlet
- Stocking the product in two outlet
- Selective distribution
- No answer

36.36. What is "Retailing"?:

- Selling goods directly to final consumers
- Selling goods for resale
- Indirect sale
- Promotional sale
- No answer

37.37. "Department store" is:

- Includes a wide variety of product lines
- Low- cost, low-margin store
- A small store
- Giant specialty store
- Off- price retailing

38.38. Off- price retailer is:

- Sells at less than retail
- Department store
- Category killer
- Specialty shop
- Supermarket

39.39. What is the Advertising?

- Any paid form of non-personal presentation
- Short – term incentives
- Building good relations
- Personal presentation
- Direct connections with consumers

40.40. “Promotion mix” is also called as:

- Integrated marketing communications
- Marketing mix strategy
- Advertising and promotions
- Direct marketing and personal selling
- Public relations and presentations

41.41. What is “Public Relations”?

- Building up a “good corporate image”
- Direct connections with targeted consumers
- Personal presentation
- The promotional mix
- Short term incentives

42.42. “Direct marketing” is:

- Direct connections with targeted consumers
- Building good relations with consumers
- Presentation and promotion of ideas
- Premiums, discounts, coupons
- Newspaper, radio, telephone

43.43. “Push strategy” is:

- Using the sales force to push the product through channels
- Build up consumer demand
- Consumer advertising strategy
- Personal selling strategy
- Spending a lot of money on public relations

44.44.”Public relations” consider :

- Building up a good corporate image
- Lottery, coupons
- Advertising
- Direct marketing and personal selling
- Internet sales

45.45. “Societal marketing” should be focused on:

- Society’s long-terms interests
- Company’s requirements
- Consumer’s wants and needs
- Intermediary’s interests
- Governmental interests

46.46. “Publics” consider such as:

- Media
- Internal environment
- Suppliers
- Management elements
- No answer

47.47. What are “demands” of consumer?

- Human wants that are backed by buying power
- The form of human needs, backed by culture
- States of felt deprivation
- Human experiences
- Important information

48.48. “Transaction” is:

- A trade of values between two parties
- The act of obtain the desired object
- Exchange
- Solutions
- No answer

49.49. “Market” is considers as:

- The set of our actual and potential buyers
- The place of trade
- Consumer’s wants
- The place of exchange
- Internet sales

50.50. “Marketing concept” is:

- Satisfaction wants and needs of target market

- Product development
- Production development
- Partner's relations
- large- scale selling efforts

51.51. What is a “mission statement”?

- A statement of the organization's purpose
- Building up a good corporate image
- Specific things
- Understanding the role of marketing
- Designing the business

52.52. “Growth share matrix” is:

- A portfolio planning method
- Competitive method
- Specific market method
- Important management organization
- Designing for the company

53.53. “Market segment” is:

- A group of consumer who respond in a similar way
- Market competitor
- Specific thing
- Market share
- Business unity

54.54. Product characteristics include:

- Design, quality, variety
- Inventory, locations, logistics
- Discounts, allowances, trade credit
- Product advertising, promotion
- Designing the business activity

55.55. “Marketing intermediaries” help the company:

- To promote, sell and distribute its goods
- Building up a good corporate image
- Understand the role of marketing
- To provide the resources
- Create customer value

56.56. Demographic environment considers:

- The study of human populations
- The study of culture
- The study of behavior

- The study of organizations
- The study of market place

57.57. Political environment is:

- Laws, government agencies
- Social groups and populations
- Target consumers
- Natural resources
- Customer values

58.58. Cultural environment considers:

- Affect society's basic values
- Provide good image
- Understand the role of nature
- Create new product
- Develop the activity

59.59. Observational research considers:

- The gathering of primary data
- The gathering of secondary data
- Using online databases
- Using internal reports
- No answer

60.60. Experimental research is:

- The gathering of primary data
- The gathering of secondary data
- Using online databases
- Using internal reports
- Using accounting data

61.61. Survey research is:

- Asking people questions
- The gathering of secondary data
- Using online databases
- Using internal statistical reports
- Using accounting data

62.62. Sub-culture includes:

- Nationalities, religions
- Countries, regions
- Social classes
- Market segments
- Different types of products

63.63. “Personal factors” include:

- Occupation, economic situation
- Human behavior
- Self-motivation
- Learning, beliefs
- Attitude

64.64. “Maslow’s hierarchy” of:

- Needs
- Demands
- Transactions
- Products
- Markets

65.65. Business markets are:

- B2B markets
- B2C markets
- Individual’s markets
- All types of markets
- International markets

66.66. The business purchasing process starts from:

- Problem recognition
- Supplier selection
- Product specialization
- Information search
- Using accounting data

67.67. Competitive advantage is:

- An advantage over competitors
- Company’s activity
- Company’s weakness
- Company’s threats
- Target market

68.68. “Unsought product” when:

- The consumer does not think of buying
- Unique product
- High quality product
- Attractive product
- Good packaged product

69.69. Product attributes include:

- Product quality
- Branding
- Packaging
- Labeling
- Product support services

70.70. How to collect the Internal idea sources?

- Find ideas from executives
- Find ideas from customers
- Find ideas from competitors
- Using Internet sources
- Using statistics data

71.71. External idea sources can find:

- From customers
- From salespeople
- From managers
- Using employee's ideas
- Using accounting data

72.72. Commercialization of product is:

- Introducing a new product into the market
- Product development
- Product research
- Idea generation
- Business analysis

73.73. Product Life Cycle has:

- 4 stages
- 6 stages
- 3 stages
- 2 stages
- No answer

74.74. Introduction stage is characterized:

- Few competitors
- Growing number of competitors
- Stable number of competitors
- Declining number of competitors
- Maximize number of competitors

75.75. "Growth stage" is characterized by:

- Rapidly rising sales

- ☐ Peak sales
- ☐ Declining sales
- ☐ Low sales
- ☐ No answer

76.76. “Maturity stage” is characterized by:

- ☒ High profits
- ☐ Rising profits
- ☐ Negative profits
- ☐ Declining profits
- ☐ Reducing profits

77.77. “Declining stage” is characterized by:

- ☒ Low cost per customer
- ☐ Average cost per customer
- ☐ High cost per customer
- ☐ Selective cost
- ☐ No answer

78.78. Sales promotion on “decline stage”:

- ☒ Reduce to minimal level
- ☐ Increase
- ☐ Use heavy promotion
- ☐ Intensive
- ☐ Average level

79.79. Product strategy on “introduction stage”:

- ☒ Offer a basic product
- ☐ Offer product extension
- ☐ Diversify models
- ☐ Diversify brands
- ☐ Service warranty

80.80. Fixed costs are:

- ☒ Costs that do not vary with production or sales level
- ☐ Costs that vary directly with the level of production
- ☐ Cost of computer chip, packaging
- ☐ Production people salaries
- ☐ Costs of inventory, raw materials

81.81. Variable costs are:

- ☒ Costs that vary directly with the level of production
- ☐ Costs that do not vary with production or sales level
- ☐ Costs for rent, heat

- Costs for interest, executive salaries
- Costs for advertising

82.82. One of the important external factors of pricing is:

- Economic conditions
- Marketing objectives
- Total cost
- Target costing
- Organizational considerations

83.83. One of the internal factors of pricing is:

- Costs
- Demand
- Competitors
- Government
- Suppliers

84.84. Demand pricing is considers:

- Pricing elasticity
- Low-cost pricing
- Fixed Cost pricing
- Competitors pricing
- Penetration pricing

85.85. Value- based pricing is:

- Uses buyer's perceptions of value
- High level of pricing
- Low level of pricing
- Attractive pricing
- Skimming pricing

86.86. Competition – based pricing:

- That competitors charge for similar product
- Market leader pricing
- Market follower pricing
- Market niche prices
- Average level of pricing

87.87. New product pricing strategies are considers:

- Price skimming, penetration
- Price assortment
- Different prices
- Promotion prices
- Pricing for set

88.88. Final establishments of pricing is connected with:

- Allowances, discounts
- Competitive pricing
- Costs - plus income pricing
- Demand pricing
- Value- based pricing

89.89. Promotional pricing considers:

- Special- event pricing
- High- level of prices
- Average prices
- Competitor's prices
- Supplier's prices

90.90. What is the "marketing channel":

- Distribution channel
- The set of suppliers
- The set of intermediaries
- Market share
- Exclusive observation

91.91. Mission is connected with:

- A statement of organization's purpose
- A business unit
- A financial statement
- Accounting vision
- Marketing planning

92.92. Mission statement should be:

- Motivating
- Too narrow
- Too broad
- Product oriented
- Short

93.93. Strategic business unit(SBU) is:

- A unit of the company
- The set of suppliers
- The set of intermediaries
- Market share
- Target group

94.94. " BCG" strategy is:

- Portfolio analysis
- Competitor analysis
- Market analysis
- Segments analysis
- Target group analysis

95.95. What is the “Cash Cows” stage:

- Support other SBUs
- Need investment
- Require a lot of cash
- Not promise to be large
- Show low growth

96.96. “Ansoff matrix” considers:

- Product/market expansion greed
- Competitive analysis
- Consumer analysis
- Public analysis
- Distribution analysis

97.97. “Michael Porter strategies” are:

- Competitive strategies
- Portfolio strategies
- Product strategies
- Market strategies
- Consumer’s strategy

98.98. Who is the author of the theory of motivation, which explains why people are derived by particular needs at particular time?

- Maslow
- Beck
- Kinsey
- Piaget
- Erickson

99.99. “Focus strategy” is:

- A few market segments strategy
- Portfolio strategy
- Consumers strategy
- Positioning strategy
- Distribution strategy

100. 100. Social factor consists of ...

- All of the answers are correct

- ☐ Statuses
- ☐ Reference groups
- ☐ Family
- ☐ Roles

101. 101. The main characteristic of service is:

- ☒ Intangibility
- ☐ Quality
- ☐ Package
- ☐ Capacity
- ☐ Consistency

102. 102. Adapted marketing mix is:

- ☒ Adjusting to each international market
- ☐ Using basically the same product
- ☐ Marketing approach worldwide
- ☐ Developing manufacturing
- ☐ Joining forces

103. 103. Which of the following descriptions provides the best definition of the "marketing mix"?

- ☒ The way a business combines the main marketing elements to sell products that meet the needs and wants of customers;
- ☐ The way a business distributes its products through retailers and wholesalers;
- ☐ The way products are arranged in a retail store to maximize sales
- ☐ The way products are priced and packaged
- ☐ None of the answers is correct

104. 104. Which of the traditional "4 P's" of the marketing mix concerns the various outlets and channels a business uses to distribute its products?

- ☒ Place
- ☐ Price
- ☐ Product
- ☐ Promotion
- ☐ Personnel

105. 105. Which of the traditional "4 P's" of the marketing mix concerns how much a customer pays for the good or service being offered?

- ☒ Price
- ☐ Place
- ☐ Product
- ☐ Promotion
- ☐ Personnel

106. 106. Which element of the marketing mix is the only one that directly affects the value of sales achieved by a business?

- ☒ Price
- ☐ Place
- ☐ Product
- ☐ Promotion
- ☐ Personnel

107. 107. The "4 P's" of the marketing mix are closely linked and should not be thought as separate from each other:

- ☒ True
- ☐ False
- ☐ I don't know
- ☐ It does not matter
- ☐ None of the answers is correct

108. 108. A business wishes to meet the needs and wants of customers better by delivering a higher quality service. Which element of the marketing mix will the business focus on to achieve this?

- ☒ Product
- ☐ Price;
- ☐ Place;
- ☐ Promotion
- ☐ Personnel

109. 109. A business wants to build customer awareness of features and benefits in its products that are better than the competition. Which element of the marketing mix is most likely to help them achieve this?

- ☒ Promotion
- ☐ Product
- ☐ Price
- ☐ Place
- ☐ Personnel

110. 110. The marketing mix does not apply to sole traders or other very small businesses

- ☒ False
- ☐ True
- ☐ I don't know
- ☐ None of the answers is correct
- ☐ It does not matter

111. 111. The way in which products are sold is known as a:

- ☒ Distribution channel
- ☐ Marketing channel

- ☐ None of the answers is correct
- ☐ Promotional route
- ☐ Marketing source

112. 112. Promotion is just about advertising

- ☒ False
- ☐ True
- ☐ Advertising is not included in promotion
- ☐ None of the answers is correct
- ☐ I don't know

113. 113. The use of promotional media such as television where a business does not have any direct control is known as:

- ☒ Above the line promotion
- ☐ Under the line promotion
- ☐ Direct promotion
- ☐ None of the answers is correct
- ☐ Expensive promotion

114. 114. Which of the following is not a element of promotion mix?

- ☒ Retailing
- ☐ Advertising
- ☐ Promotion
- ☐ Personal selling
- ☐ Direct selling

115. 115. Makers of hair conditioner and shampoo often send out free samples of their products with magazines. This illustrates use of which one of the following elements of the promotional mix?

- ☒ Sales promotion
- ☐ Radio advertising
- ☐ Public Relations
- ☐ None of the answers is correct
- ☐ Outdoor advertising

116. 116. Which of the following possible advertising media is generally the most expensive?

- ☒ TV advertisement
- ☐ Radio advertisement
- ☐ Direct advertisement
- ☐ Outdoor advertisement
- ☐ Print advertising

117. 117. The stages of the Product Life Cycle are:

- ☒ Introduction, Growth, Maturity, Decline

- Introduction, Growth, Maturity, Saturation, Decline.
- Maturity, Saturation, Introduction and Decline
- Beginning, Introduction, Growth, Maturity. Decline
- Maturity, Saturation, Growth, Decline

118. 118. The Marketing Mix elements consists of:

- Product, Price, Place, Promotion
- People, Products, Price, Place
- Process, People, Physical Evidence, Product
- Price, Promotion, Advertising, Place
- Process, Place, Physical Evidence, Product

119. 119. Positioning helps to understand:

- How consumers perceive the product.
- How competitors perceive the product.
- How products are viewed on the shelf.
- Your product compared to your competitors.
- None of the answers is correct

120. 120. What is the role of “Brand name”?

- To help identify a product.
- Show consumers you own the product.
- Spice up the image of a product.
- To help consumers select a product/service.
- To make an advertisement

121. 121. How to literally translate the word "target"?

- purpose
- sword
- hunting
- idea
- rocket

122. 122. What does the concept of SMM mean?

- This is a set of measures to use social media as the main channel for promoting companies, goods, services and solving a number of business problems.
- building relationships with individuals (bloggers, for example) in order to influence a large group of people who are relevant to your target audience.
- This is a set of actions aimed at promoting the goods, services or brand of a company using video
- Contacting a potential customer directly, via e-mail or SMS
- The formation of a high commitment to the target audience through the emotional impact on their subconscious.

123. 123. What is outdoor advertising

- Graphic, textual or other advertising information that is placed on special temporary and / or stationary structures
- A review or entertaining article specially written for a resource and fully imitating its style, but at the same time promoting a certain product, brand or company.
- A set of measures to use social media as the main channel for promoting companies, goods, services and solving a number of business problems.
- Advertising of any product manufactured in the industrial or agricultural sector of the economy
- It is a text ad (with or without a picture) integrated into an article of relevant content on any resource.

124. 124. Which of the following statements is true when paying by the CPC model (CPC-cost per click, CTR - click through rate)?

- The lower the CTR, the higher the CPC
- The lower the CTR, the lower the CPC
- CPC is independent of CTR
- CPC value is the same as CTR
- CTR is independent of CTR value

125. 125. What additional advertising campaign goals are important if you want to know as many people as possible about your company?

- Coverage and involvement
- Reach and conversions
- Engagement and lead generation
- Involvement, communication and reach
- Conversions and lead generation

126. 126. What are the names of floor structures installed directly in front of the entrance to the point of sale or indicating the direction to it.

- Pillars
- Marquises
- Wall panels
- Brackets
- Media Facade

127. 127. Outdoor advertising seeks ...

- Attract consumer attention
- Develop creative ideas
- Cover the local market
- Fill empty spaces in the structure
- All answers are correct

128. 128. An effective tool primarily for advertising consumer goods

- Outdoor advertising
- Postal advertising

- ☐ c) Gift items
- ☐ d) Print advertising
- ☐ e) Radio

129. 129. What is the minimum radius you can use when targeting by geolocation?

- ☒ 500 meter
- ☐ 1km
- ☐ 100 meter
- ☐ 10km
- ☐ 14km

130. 130. Where can I create an advertisement for facebook?

- ☒ Via facebook power editor
- ☐ Via Ads Manager
- ☐ On the company page
- ☐ Any of the proposed methods
- ☐ Yandex

131. 131. In which of the social networks is the possibility to add video as a cover for the group / page?

- ☒ VK
- ☐ Instagram
- ☐ Twitter
- ☐ Facebook
- ☐ OK

132. 132. The maximum length of post in instagram is ...

- ☒ 2200 characters
- ☐ 1500 characters
- ☐ 2100 characters
- ☐ 2500 characters
- ☐ 3000 characters

133. 133. What data is not available in the “page statistics” section in “vkontakte”?

- ☒ Named list of entered members
- ☐ Number of Entrants
- ☐ Unique visitors
- ☐ Unique views
- ☐ Audience reach

134. 134. Choose a service that allows you to fine-tune the “VKONTACT” TARGETING.

- ☒ Pepper ninja
- ☐ Attention
- ☐ Majestic site explorer

- ☐ Getresponse
- ☐ Facebook

135. 135. What advertising format doesn't vkontakte have?

- ☒ Lead Form Video
- ☐ Video with STA button
- ☐ Advertising post with call button
- ☐ History Ads
- ☐ Community Advertising

136. 136. Which from these social networks allows to use chatbots?

- ☒ VK
- ☐ Facebook
- ☐ Instagram
- ☐ Classmates
- ☐ Not one

137. 137. On what grounds can't you target in Vkontakte?

- ☒ VK
- ☐ By political preference
- ☐ By geographical
- ☐ By interest
- ☐ By demographic
- ☐ According to the age

138. 138. What is crm?

- ☒ Customer relationship management system
- ☐ Cost per click
- ☐ Clickthrough rate
- ☐ Conversion rate
- ☐ Advertising

139. 139. What is social media marketing?

- ☒ This is a set of measures for using social media to promote
- ☐ Promotion through various social platforms
- ☐ Point impact on the target audience
- ☐ Using bloggers to promote a product
- ☐ A marketing tool to improve the lives of both individuals and society as a whole.

140. 140. What is a newsletter?

- ☒ this is sending one notification to a large number of recipients (subscribers).
- ☐ means of communication between employees of the same company
- ☐ mass mailing of advertising correspondence to persons who did not express a desire to receive it.

- manual distribution of e-mail messages to a group of recipients according to a pre-compiled list.
- means of communication in social networks

141. 141. How many types of ads are there on the YouTube platform?

- TrueView in-stream, Screensavers, TrueView Discovery
- TrueView OnStream, Screensavers, TrueView In-Stream
- SScreensavers, Video ad, Short videos
- TrueView Discovery, TrueView In-Stream, TrueView OnStream
- TrueView Discovery, TrueView On-Discovery, TrueView In-Discovery

142. 142. Minimum YouTube video length?

- Minimum video duration 5 seconds
- Minimum video duration 15 seconds
- Minimum video duration 2 minutes
- Minimum video duration 30 seconds
- Minimum video duration 5 minutes

143. 143. What is TrueView In-Stream

- The type of advertising in which the video ad is placed with the possibility of skipping, which is shown at the beginning of the main video
- The type of advertisement in which the video ad is placed during the main video from.
- The type of advertisement in which the video ad is placed at the end of the main video
- The type of advertisement that hosts the video ad on the YouTube homepage
- The type of advertising in which the video ad is placed without the possibility of skipping, which is shown at the beginning of the main video

144. 144. What are Screensavers?

- The type of advertising in which a short video screensaver is placed for a duration of 5-6 seconds with the format of short and memorable advertising
- The type of advertisement in which the video ad is placed for 2 minutes at the beginning of the video from.
- The type of advertisement in which a short video is placed for a duration of 30 seconds with the format of a short and memorable advertisement
- The type of advertisement in which the video ad is placed at the end of the main video
- The type of advertising in which the video ad is placed with the possibility of skipping, which is shown at the beginning of the main video

145. 145. What is TrueView Discovery

- Type of advertisements, the format of which shows ads on the main page and in the search results on YouTube, as well as next to videos of similar subjects
- A type of advertisement, the format of which shows an advertisement while watching a video from.
- The type of advertising in which a short video screensaver is placed for a duration of 5-6 seconds with the format of short and memorable advertising
- The type of advertisement that hosts the video ad on the YouTube homepage
- The type of advertising in which the video ad is placed without the possibility of skipping, which is shown at the beginning of the main video

146. 146. What is targeted advertising?

- It is a form of online advertising that uses sophisticated techniques and customizations to find the target audience according to given parameters, characteristics and interests of users relevant to certain goods or services that the advertiser advertises.
- Direction in marketing communications, in which the dissemination of information to attract attention to the object of advertising in order to form or maintain interest in it
- This is an advertising mechanism by which online advertising is directed to those users who have already viewed the advertised product by visiting the advertiser's web page.
- A type of civil contract in which one party undertakes to transfer to the other party some property against the obligation of the other party to transfer to the first property of equal value (from the point of view of the parties to the contract)
- A graphical representation of an advertisement.

147. 147. How long does an instagram ad last(stories)?

- Advertising last 15 seconds
- Advertising last 5 seconds
- Advertising last 10 seconds
- Advertising last 7 seconds
- Advertising last 11 seconds

148. 148. What is barter?

- A type of civil contract in which one party undertakes to transfer to the other party some property against the obligation of the other party to transfer to the first property of equal value (from the point of view of the parties to the contract)
- This is an advertising mechanism by which online advertising is directed to those users who have already viewed the advertised product by visiting the advertiser's web page.
- Direction in marketing communications, in which the dissemination of information to attract attention to the object of advertising in order to form or maintain interest in it
- It is a form of online advertising that uses sophisticated techniques and customizations to find the target audience according to given parameters, characteristics and interests of users relevant to certain goods or services that the advertiser advertises.
- It is a system of placing contextual advertising, as well as advertising based on user behavior.

149. 149. What is Instagram?

- Application for sharing photos and videos with elements of a social network, which allows you to take photos and videos, apply filters to them, and also distribute them through your service and a number of other social networks
- The largest social network in the world and the company of the same name ,which owns it. It was founded on February 4, 2004 by Mark Zuckerberg
- Social network for public messaging using the web interface, SMS, instant messaging or third-party client programs for Internet users of any age
- Video hosting, which provides users with the services of storage, delivery and display of video. YouTube has become the most popular video hosting and the second site in the world in terms of the number of visitors.
- A social network that allows you to create short music videos, live broadcasts and exchange messages. Known in China as Douyin

150. 150. Which ads are prohibited on Instagram?

- It is forbidden to publish advertisements containing violence, full or partial exposure, as well as illegal, aggressive, pornographic materials.
- Through bloggers
- Through the advertising Cabinet in Facebook
- Food advertising. cosmetics, things
- Apartments advertising

151. 151. What is the most popular social network in Kazakhstan today?

- Instagram
- Vkontakte
- Facebook
- YouTube
- Telegram

152. 152. Types of advertising on social networks

- Blogging Targeted
- Newsletter
- Banners, Billboards
- Widgets
- Brochures

153. 153. Types of advertising on social networks

- Blogging Targeted
- Newsletter
- Banners, Billboards
- Widgets
- Brochures

154. 154. Newsletter Benefits

- Performance
- Target audience
- Great coverage
- Quality
- Relevance

155. 155. What are conversions?

- this is the ratio of the number of site visitors who performed any targeted actions on it (survey, purchase)
- number of site visitors
- one post's cost
- this is the ratio of the number of site visitors who clicked on the site and did not perform any action
- promotion cost

156. 156. What is outsourcing?

- Outsourcing is the business practice of hiring a party outside a company to perform services
- Self promotion
- Promotion through external advertising
- One type of newsletter
- One type of targeting ads

157. 157. What is SPAM?

- Mass mailing of advertising correspondence to persons who did not express a desire to receive it.
- Mass mailing of advertising correspondence to persons who expresses a desire to receive it.
- This is sending one notification to a large number of recipients (subscribers).
- Means of communication between employees of the same company
- Manual distribution of e-mail messages to a group of recipients according to a pre-compiled list.

158. 158. What is the most unpopular social network in Kazakhstan?

- Twitter
- Vkontakte
- YouTube
- Instagram
- Facebook

159. 159. What is targeting advertising?

- This is an online advertising form that uses sophisticated methods and search settings for the target audience in accordance with the specified parameters.
- Is sent to those users who have already viewed the advertised product by visiting the advertiser's web page
- Displaying online advertising to users who at a certain time visited the site and / or performed a targeted action on it.
- This is a set of measures to use social media as the main channel for promoting companies, goods, services and solving a number of business problems.
- This is sending one notification to a large number of recipients (subscribers).

160. 160. Which parameters should not be in the context of a billboard?

- Customer Name
- Phone Number
- Price
- Date

Address

161. 161. What is a CTR?

- clickthrough rate
- number of clicks
- number of ad views
- product sales rate
- ad impression rate

162. 162. 2 reasons why it is important to repeat the publication of advertising?

- Firstly, to ensure maximum coverage of the potential audience, and secondly, to provide the necessary impact on it.
- That the user did not forget
- Affect user choices
- In case the reader forgets
- To increase impressions

163. 163. What is retargeting?

- displaying online advertising to users who at a certain time visited the site and / or performed a targeted action on it.
- re-release of advertising for a specific audience
- product rebranding
- fix targeted advertising errors
- adding new banners for advertising

164. 164. What is remarketing?

- is sent to those users who have already viewed the advertised product by visiting the advertiser's web page
- is sent to those users who have already viewed the advertised product by visiting the advertiser's web page
- correction of errors in advertising design
- re-release of advertising for a specific audience
- adding new banners for advertising

165. 165. CTR calculation formula?

- $CTR = (clicks / impressions) * 100$
- $CTR = (number\ of\ views / number\ of\ clicks) * 100$
- $CTR = (number\ of\ impressions * number\ of\ clicks) / 100$
- $CTR = (number\ of\ clicks * number\ of\ views) * 100$
- $CTR = (number\ of\ requests / number\ of\ views) / 100$

166. 166. How to calculate the average cost per click for a certain period?

- The cost of advertising is divided by the number of clicks
- Divide the number of clicks by the number of impressions
- Divide the number of impressions by the number of clicks
- The cost of advertising multiplied by the number of clicks
- The cost of advertising multiplied by the number of views

167. 167. The expected CTR is:

- Status determining the probability of getting a click on an ad when each ad is shown.
- Status that determines the likelihood of a click on an ad when displaying text ads.
- Status that determines the probability of getting a click on an ad when it is shown for this keyword.

- Status that determines the probability of receiving 1000 impressions or clicks (depending on the settings of a particular advertising campaign) of an ad when the user is shown in a text or graphic representation.
- The expected value that Adwords guarantees for ad serving.

168. 168. What factor does NOT affect the price of a click in Yandex.Direct?

- Relevance of ad text
- CTR (clickability)
- Clarifications
- Ad placement strategy
- Impression region

169. 169. On which pages is it best to advertise in magazines?

- 3-20
- 1-20
- 2-3
- 19-20
- 1-2

170. 170. The first step to advertising in newspapers?

- it is necessary to make a portrait of a potential buyer
- need to find a place to publish
- count how many times an advertisement will be printed
- make ad size
- calculate publication time

171. 171. What are the disadvantages of advertising in social networks?

- Advertising is not intended for older people who do not have access to social services
- Difficult to select materials
- Placement term is limited
- High price
- Lack of awareness

172. 172. By what parameters is it difficult to set up advertising?

- Device, from which a person uses for social network
- Education and field of activity (place of work).
- Interests and hobbies. They allow you to define the groups that users are subscribed to.
- Requests, information that the client recently searched on the Internet
- Location. We select users from a specific area or city.

173. 173. Significant (additional) advertising targeting

- By position
- Age
- Geography

- Interests
- Paul

174. 174. What is the best format for billboard performance?

- less text and a bright image
- more text and fewer images
- black and white
- black
- white

175. 175. Which material is better to use for billboards?

- Matt
- Glossy
- iron
- golden
- plastic

176. 176. Definition of the billboard?

- is a street outdoors, on which large advertisements or notices are posted
- a resource designed to provide relationships between people or organizations on the Internet
- social media
- advertising source for old people
- document which helps to advertise

177. 177. Advantages of billboard advertisements over social networks:

- application without internet connection
- cheap rental
- expensive
- not everyone has
- children cannot read

178. 178. Advantages of billboard advertisements over social networks:

- tempting slogan on the topic
- images of money
- high price distribution
- more text
- dark background

179. 179. What is transit advertising?

- advertising installed on the external and internal parts of vehicles
- advertising information, which is placed on special temporary or stationary structures located in open areas
- information including various graphic and text advertising materials posted on the Internet

- information with various graphic and text advertising materials installed on the external and internal parts of buildings
- advertising with feedback mechanism

180. 180. What does the word “Branding” mean?

- improving the image of the company, by applying advertising information to various surfaces
- a process that allows to popularize a trademark using the site
- brand building process
- designation of a certain category of goods, products or product line
- distribution of the image of the organization by launching videos

181. 181. What does the transit advertising process include?

- branding, electronic board, rent of transport, printout
- rent of transport, branding and printout
- electronic board and rent of transport
- printout, branding, sticking, rent of transport, electronic board
- printout and sticking

182. 182. What are the main types of transit advertising?

- inside and outside
- dynamic and static
- sound, graphic and light screens
- sound and graphic
- by effects and perceptions

183. 183. Key benefits of transit advertising

- wide coverage of the audience
- medium contact frequency
- low cost
- dynamism and
- influential information

184. 184. How are advertising fees calculated on a search engine

- for the number of clicks
- there is a fixed price for advertising
- for the number of views
- individual price depending on the type of business
- offer your own price

185. 185. The choice of audience for advertising in the search engine according to the criteria

- age, gender, location, language
- age, gender, language
- gender, age, nationality

- age, country, language
- age, gender, nationality, language

186. 186. What is a search engine?

- information retrieval system
- web site providing the ability to search for information on the Internet
- one of the most popular in practice system that solves any problem of the Internet user
- technology and its services for sending and receiving electronic messages
- a structured set of links to sites with a brief description

187. 187. What is an Internet resource catalog or an Internet resource catalog?

- a structured set of links to sites with a brief description
- one of the most popular in practice system that solves any problem of the Internet user
- web site providing the ability to search for information on the Internet
- technology and its services for sending and receiving electronic messages
- information retrieval system

188. 188. The most popular search engine in Kazakhstan?

- google
- yandex
- rambler
- gogle
- yande

189. 189. Advantages of billboard advertisements over social networks:

- application without internet connection
- cheap rental
- expensive
- not everyone has
- children cannot read

190. 190. What is the problem in the effectiveness of advertising in social networks?

- Age category does not covered
- the possibility of constant interaction with subscribers.
- Simple analytics
- Wide audience reach
- Duration is unlimited

191. 191. Indicate the benefits of promotion on TV

- Mass audience reach, sound and visual impact on the consumer.
- Mass audience reach, sound impact on the consumer.
- Incomplete audience coverage, sound and visual impact on the consumer.
- Mass audience reach with age restriction.

- Incomplete audience reach with age limit.

192. 192. The total cost of placing television advertising depends on the following required parameters:

- the selected channel, the timing of the video, the number of exits per day according to the exact time, the total placement period, the placement season
- the selected channel, the total period of placement;
- types of accommodation, the number of exits per day according to the exact time, the selected channel;
- the total season of accommodation, types of accommodation, timing of the video.
- the number of exits per day according to the exact time of the selected channel;

193. 193. On television there are the following types of advertising on GRP:

- Fixed placement, floating placement, various intermediate placement options;
- Floating placement, combined placement;
- Combined placement, fixed placement, automated placement;
- Sponsorship placement, various intermediate placement options;
- Automated placement, fixed placement, floating placement, sponsorship placement;

194. 194. Find a definition of barter?

- This is the exchange of certain services or goods on mutually beneficial conditions.
- This is the exchange of certain services or goods without a contract.
- This is an exchange of one type of product or service for another with the attraction of money.
- This is the sale and purchase of goods or services between legal entities.
- This is the sale and purchase of goods or services without a contract.

195. 195. Find the differences of the creeping line?

- Placing textual information during the demonstration of films or programs, when the text simply "runs", moving from right to left.
- Placing textual information during the demonstration of films or programs, when the text simply "runs", moving from left to right.
- Placing textual information during the demonstration of films or programs, when the text simply "runs", moving from the bottom up.
- Placing textual information during the demonstration of films or programs, when the text simply "runs", moving from top to bottom.
- Placing textual information during the demonstration of films or programs, when the text simply "runs", moving in the center.

196. 196. Placement of advertising only in certain programs or ad units and in specific programs, on specific days, which the advertiser has chosen is -

- Fixed placement
- Floating placement
- Combined accommodation
- Sponsorship
- Automated placement

197. 197. The main thing is that the spots for a certain period of time gain a certain amount of GRP, regardless of the program, time of placement and day of exit, this is

- Floating placement
- Fixed placement
- Combined accommodation
- Sponsorship
- Automated placement

198. 198. “Carousel” is –

- Advertising, which is several successive photos that allow the user to interact with advertising content and remember the brand at a subconscious level.
- An advertising clip lasting more than 1 minute with contact numbers of the phone or website for the purchase of goods or services as part of a television offer
- A commercial with a duration of one or more 1 minute indicating the addresses of stores for the purchase of goods or services about which the plot tells.
- The account or community whose target audience is most suitable for promoting your brand.
- Advertising, which is a spectacular result when advertising services or consumer goods.

199. 199. Experts in a professional field, which lead their own blog.

- Macro-influencers / bloggers
- Megainfluencers / celebrities
- Macro-influencers / celebrities
- Micro-influencers / opinion leaders
- Micro-influencers / bloggers

200. 200. The use of music, sports, information - news, entertainment programs -

- programming
- GRP (Gross Rating Point)
- content
- ringtone
- format