

Timestamp	Score	Name	Email	Unique ID	Roll No.	Advertising means...	Copy-writing is defined as...	Qualities of the copywriter are	What is AIDA?	Creativity is defined as...	What is a component of a creative brief?	CTA means...	How does it work on the consumer's mind?	How does it work on the consumer's mind?	TVC means...	Radio as a medium is...	How does it work on the consumer's mind?	What is Jingle?	Classified ad means...	Direct mail means...	Wherever electronic media is used...				
8-30-2019 12:10:58	7 / 20	Aaron Fernandes	aaronfernandes279@gmail.com	61178MM1088	7	Promotion	Selling with words	Better at languages	Awareness, Idea, Definition, Action	All the above	Visual	Call to Action	For grabbing attention	Adding space to ad	TV and Radio	Semiformal	Television Commercial	Interactive and cheap	18-30 seconds	All the above	Ad for Radio	Business Display Ads	Personal letter	Brain-storming	
8-30-2019 12:11:01	4 / 20	Brendan Buzare	brendanbuzare@gmail.com	61178MM1054	8	Information	Selecting using advertisements	Better at languages	Attention, Interest, Desire, Action	Out of the box thinking	Visual	Call to Action	To help the advertiser	Adding space to ad	TV and Radio	Semiformal	Television Commercial	Interactive and cheap	18-30 seconds	All the above	Ad for Radio	Business Display Ads	Personal letter	Brain-storming	
8-30-2019 12:11:22	12 / 20	Anas Mansuri	manasurians1@gmail.com	61178MM1081	123	Promotion	Selling using visuals	Better at languages	Attention, Interest, Desire, Action	Out of the box thinking	Visual	Call to Action	For grabbing attention	Adding space to ad	All India radio and Print	Formal	Television Commercial	Interactive and cheap	18-30 seconds	All the above	Ad for Radio	Small ads put together	Personal letter	Research	
8-30-2019 12:11:52	9 / 20	Sayed taba	sayedtaba88@gmail.com	61178MM1069	61171069	All of the above	Selling using advertisements	Teamworking	Attention, Interest, Desire, Action	Creation of ideas	Creative Brief	Selling Manual	Call to Action	For grabbing attention	Adding space to ad	All India radio and Print	Unusual	Television Commercial	Interactive and cheap	18-30 seconds	All the above	Ad for Radio	Business Display Ads	All the above	Research
8-30-2019 12:12:56	16 / 20	Narayan Tipanna Natingipi	narayan243301@gmail.com	61178MM1072	72	All of the above	Selling with words	All of the above	Attention, Idea, Desire, Action	All the above	Creative Brief	Selling Manual	Call to Action	For grabbing attention	TV and Radio	Semiformal	Television Commercial	Personal and cost effective	18-30 seconds	All the above	Ad for Radio	Traders ads.	All the above	Brain-storming	
8-30-2019 12:12:45	10 / 20	Meem purjari	purjariem2@gmail.com	61178MM1056	27	All of the above	None of the above	Better at languages	Attention, Idea, Desire, Action	All the above	Creative Brief	Other	Call to Action	For grabbing attention	TV and Doodarshan	Semiformal	Television Commercial	Interactive and cheap	18-30 seconds	All the above	Ad for Radio	Traders ads.	Personalized communication	Research	
8-30-2019 12:12:59	10 / 20	Ngiam raviel	rigiam2@gmail.com	61178MM1017	1017	Promotion	Selling with words	All of the above	Attention, Idea, Desire, Action	Out of the box thinking	Creative Brief	Ad. Preparation Document	Call to Action	For grabbing attention	Newspaper and TV	Formal	Television Commercial	Interactive and cheap	18-30 seconds	All the above	Ad for Radio	Small ads put together	Personalized communication	Behaviour Analysis	
8-30-2019 12:13:09	8 / 20	Kamal shahk	kamshahk1708@gmail.com	61178MM1007	32	Promotion	Selling using visuals	Understanding of marketing	Attention, Interest, Desire, Action	Creation of ideas	Visual	Marketing Document	Call to Action	For grabbing attention	TV and Radio	Formal	Television Commercial	Interactive and cheap	18-30 seconds	All the above	Ad for Radio	Small ads put together	Personal letter	Brain-storming	
8-30-2019 12:13:21	7 / 20	Shahk shobe	kingshobe55@gmail.com	61178MM1000	80	Promotion	Selling with words	Better at languages	Attention, Interest, Desire, Action	Creation of ideas	Visual	Ad. Preparation Document	Call to Action	To create desire	For gimmick	TV and Radio	Formal	Television Commercial	Personal and cost effective	18-30 minutes	Rational	Song	B2B ads	Personal offer	Behaviour Analysis
8-30-2019 12:13:26	12 / 20	Steven machado	stevensmachado30@gmail.com	61178MM1002	16	All of the above	Selling with words	All of the above	Attention, Interest, Desire, Action	All the above	Creative Brief	Ad. Preparation Document	Call to Action	For grabbing attention	All India radio and Print	Formal	Television Commercial	Personal and cost effective	30-60 seconds	All the above	Ad for Radio	B2B ads	Personal letter	Behaviour Analysis	
8-30-2019 12:13:31	8 / 20	Murali Ousehi	murayousehi@gmail.com	61178MM1066	66	Promotion	Selling with words	Better at languages	Attention, Idea, Desire, Action	Out of the box thinking	Visual	Ad. Preparation Document	Call to Action	For grabbing attention	TV and Radio	Semiformal	Television Commercial	Interactive and cheap	18-30 seconds	All the above	Ad for Radio	B2B ads	Personal offer	Brain-storming	
8-30-2019 12:13:32	9 / 20	Naman shahk	nomanshahk9713@gmail.com	61178MM1084	84	Promotion	Selling with words	Better at languages	Attention, Interest, Desire, Action	Out of the box thinking	Visual	Call to Action	For grabbing attention	Adding space to ad	TV and Radio	Semiformal	Television Commercial	Interactive and cheap	18-30 seconds	All the above	Ad for Radio	B2B ads	Personal offer	Brain-storming	
8-30-2019 12:14:01	12 / 20	NashwaFai	nashwahafai@gmail.com	61178MM1078	23	All of the above	Selling with words	All of the above	Attention, Interest, Desire, Action	All the above	Creative Brief	Call to Action	For grabbing attention	Adding space to ad	All India radio and Print	Formal	Television Commercial	Interactive and cheap	30-60 seconds	All the above	Ad for Radio	B2B ads	Personal letter	Behaviour Analysis	
8-30-2019 12:14:13	9 / 20	Mahesh Jangirwar	jangirwar.mahesh@gmail.com	61178MM1003	5886-12	All of the above	Selling using advertisements	Understanding of marketing	Awareness, Idea, Definition, Action	All the above	Visual	Call to Advertisement	For grabbing attention	Adding space to ad	TV and Radio	Formal	Television Commercial	Interactive	30-60 seconds	All the above	None of the above	Business Display Ads	All the above	Research	
8-30-2019 12:14:13	11 / 20	Ruchi R Khan	ranchur195@gmail.com	61178MM1000	90	All of the above	None of the above	Better at languages	Attention, Interest, Desire, Action	All the above	Visual	Selling Manual	Call to Action	For grabbing attention	Adding space to ad	TV and Radio	Formal	Television Commercial	Personal and cost effective	18-30 seconds	All the above	Ad for Radio	Traders ads.	All the above	Research
8-30-2019 12:15:28	10 / 20	Shradha white	shradhawhite.94@gmail.com	61178MM1019	19	All of the above	Selling with words	All of the above	Awareness, Idea, Definition, Action	All the above	Visual	Ad. Preparation Document	Call to Advertisement	For grabbing attention	Adding interest of the reader	TV and Radio	Unusual	Television Creativity	Interactive	30-60 seconds	All the above	None of the above	Small ads put together	Personal letter	Research
8-30-2019 12:15:41	15 / 20	Xavier Dsouza	xavierdsouza29@gmail.com	61178MM1065	06	All of the above	Selling using advertisements	All of the above	Attention, Interest, Desire, Action	Creation of ideas	Creative Brief	Marketing Document	Call to Action	For grabbing attention	Adding interest of the reader	TV and Radio	Informal	Television Commercial	Personal and cost effective	18-30 seconds	All the above	Ad for Radio	Small ads put together	Personal letter	Research
8-30-2019 12:15:45	11 / 20	Pratik Chakri	pratikchakri@gmail.com	61178MM1062	7	Promotion	Selling with words	Better at languages	Attention, Interest, Desire, Action	Creation of ideas	Creative Brief	Ad. Preparation Document	Call to Action	For grabbing attention	Adding interest of the reader	TV and Radio	Formal	Television Commercial	Interactive and cheap	18-30 seconds	All the above	Ad for Radio	B2B ads	Personal letter	Behaviour Analysis
8-30-2019 12:15:53	10 / 20	Sonikumar	sgf020336@gmail.com	61178MM1011	42	Information	Selling with words	Better at languages	Attention, Interest, Desire, Action	Out of the box thinking	Creative Brief	Call to Action	To help the advertiser	Adding interest of the reader	TV and Radio	Formal	Television Commercial	Interactive and cheap	18-30 minutes	All the above	Ad for Radio	Small ads put together	Personal letter	Brain-storming	
8-30-2019 12:16:21	7 / 20	Awez A Khan	aweza1359@gmail.com	61178MM1001	1001	Information	Selling using visuals	All of the above	Attention, Interest, Desire, Action	Creation of ideas	Logo	Selling Manual	Call to Action	For grabbing attention	For gimmick	TV and Doodarshan	Informal	Television Commercial	Impersonal and Cuddy	30-60 seconds	All the above	Ad for Radio	Business Display Ads	Personalized communication	Brain-storming
8-30-2019 12:16:22	8 / 20	Ashishk Vishwakarma	av2086@gmail.com	61178MM1061	44	Promotion	Selling with words	Understanding of marketing	Attention, Interest, Desire, Action	Creation of ideas	Creative Brief	Marketing Document	Call to Action	For grabbing attention	Newspaper and TV	Unusual	Television Communication	Interactive and cheap	18-30 minutes	All the above	Ad for Radio	Small ads put together	Personalized communication	Brain-storming	
8-30-2019 12:17:14	9 / 20	Shawn Pater	sp98700@gmail.com	61178MM1000	25	All of the above	Selling with words	Better at languages	Attention, Idea, Desire, Action	Creation of ideas	Visual	Marketing Document	Call to Action	For grabbing attention	Adding interest of the reader	TV and Radio	Formal	Television Commercial	Interactive and cheap	18-30 minutes	All the above	Ad for Radio	Small ads put together	Personal letter	Research
8-30-2019 12:19:17	12 / 20	Shantanu Patil	shantanupatil99@gmail.com	61178MM1020	20	All of the above	Selling with words	All of the above	Attention, Idea, Desire, Action	All the above	Creative Brief	Marketing Document	Call to Action	For grabbing attention	Adding interest of the reader	TV and Radio	Formal	Television Commercial	Interactive and cheap	18-30 seconds	All the above	Ad for Radio	Business Display Ads	Personalized communication	Brain-storming
8-30-2019 12:20:11	16 / 20	Narayan Tipanna Natingipi	narayan243301@gmail.com	61178MM1072	72	All of the above	Selling with words	All of the above	Attention, Idea, Desire, Action	All the above	Creative Brief	Selling Manual	Call to Action	For grabbing attention	Adding interest of the reader	TV and Radio	Semiformal	Television Commercial	Personal and cost effective	18-30 seconds	All the above	Ad for Radio	Traders ads.	All the above	Brain-storming
8-30-2019 12:20:16	20 / 20	Sonikumar	sgf020336@gmail.com	61178MM1011	42	All of the above	Selling with words	All of the above	Attention, Interest, Desire, Action	All the above	Creative Brief	Ad. Preparation Document	Call to Action	For grabbing attention	Adding interest of the reader	TV and Radio	Informal	Television Commercial	Personal and cost effective	18-30 seconds	All the above	Ad for Radio	Small ads put together	All the above	Brain-storming
8-30-2019 12:21:19	16 / 20	Sayed taba	sayedtaba88@gmail.com	61178MM1069	61171069	All of the above	Selling with words	All of the above	Attention, Interest, Desire, Action	All the above	Creative Brief	Ad. Preparation Document	Call to Action	For grabbing attention	Adding space to ad	TV and Radio	Formal	Television Commercial	Interactive and cheap	18-30 seconds	All the above	Ad for Radio	Small ads put together	All the above	Brain-storming