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	which is not a component	What is Brief?	CTA means	readents in print ad.	a seconda		tone used for writing of	IVC means	Radio as a medium is	The second secon	which appear is popular	What is Jingle?	Classified ad means	Direct mail means	Creative technique used
8-30-2019 12:10.58	7 / 20	Aaron Fernandes	aaronfernandes7575@gmail.com	6117BMM1088	7	Promotion	Selling with words	Better at languages	Awareness, Idea, Definition, Action	All the above innovative way of	Visual	Marketing Document	Call to Action	For grabbing attention		TV and Radio	Semiformal	Television Communication		18-30 seconds	Humour	Song	Business Display Ads	Personal letter Personalised	Brain-storming
8-30-2019 12:11:01 8-30-2019 12:11:22	4/20 12/20	Aditva Brendan Bugree	aditvadevadica08@omail.com brendarbucree52@omail.com	6117BMM1054 6117BMM1073	8	Information All of the above	Selino usino advertisements None of the above	All of the above	Attention. Idea. Desire. Action Attention. Interest. Desire. Action	Out of the box thinking	Visual Creative Brief	Marketing Document Selling Manual	Call to Action Call to Action	To help the advertiser For grabbing attention	Adding spice to ad Accusing interest of the	TV and Doordarshan TV and Radio	Formal Semiformal	Television Commercial Television Commercial		18-30 seconds 18-30 seconds	Humour All the above	Sona	Business Disolav Ads B2B ads	Personal letter	Brain-storming Brain-storming
		-			3					-		Ad. Preparation			·							Song			
8-30-2019 12:11:51	9/20	Anas Mansuri	mansurianas81@gmail.com	6117BMM1081	123	Promotion	Setting using visuals	Better at languages	Attention, Interest, Desire, Action	Out of the box thinking	Visual	Document	Call to Action	For grabbing attention	Adding spice 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 tuba	sayedtuba888@gmail.com	6117BMM1069	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 spice to ad	All india radio and Print	Unusual	Television Communication	Interactive and cheap	18-30 seconds	All the above	Ad for Radio	Business Display Ads	All the above	Research
8-30-2019 12:11:56	16 / 20	Narayan Tippanna Nadmigiri	narayar0243201@gmail.com	6117BMM1072	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	Arousing 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 12:12:45	10/20	Meet punjani	punjanimeet.pm@gmail.com	6117BMM1056	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	Arousing Interest of the reader	TV and Doordarshan	Semiformal	Television Commercial	Interactive and cheap	18-30 seconds	All the above	Ad for Radio	Traders ads.	Personalised communication	Research
8-30-2019 12:12:59	10/20	Ngam raval	rigamr24@gmail.com	6117Bmm1017	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	Arousing Interest of the reader	Newspaper and TV	Formal	Television Commercial	Interactive and cheap	18-30 seconds	Humour	Marketing Communication	Small ads put together	Personalised communication	Behaviour Analysis
8-30-2019 12:13:09	8/20	Kamil shaikh	kamishaikh1708@gmail.com	6117BMM1007	32	Promotion	Selling using visuals	Understanding of marketing	Attention, Interest, Desire, Action	Creation of ideas	Visual	Marketing Document	Call to Action	For grabbing attention	Adding spice to ad	TV and Radio	Formal	Television Commercial	Interactive and cheap	18-30 seconds	Rational	Song	Small ads put together	Personal letter	Brain-storming
8-30-2019 12:13:21	7 / 20	Shaikh shoeb	kingshoeb55@gmail.com	6117bmm1080	80	Selling	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	Persoal offer	Behaviour Analysis
8-30-2019 12:13:26	12 / 20	Steven machado	stevenmechedo30@gmail.com	6117bmm1002	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	Arousing Interest of the reader	All india radio and Print	Formal	Television Commercial	Personal and cost effective	30-60 seconds	Hamour	Song	B2B ads	Personal letter	Behaviour Analysis
8-30-2019 12:13:31	8/20	Munid Qureshi	munidgureshi@gmail.com	6117BMM1066	66	Promotion	Selling with words	Better at languages	Attention, Idea, Desire, Action	Out of the box thinking	Visual	Ad. Preparation	Call to Action	For grabbing attention	Adding spice to ad	TV and Radio	Semiformal	Television Commercial	Interactive and cheap	18-30 seconds	Rational	Song	B2B ads	Persoal offer	Brain-storming
8-30-2019 12:13:32	9/20	Numen sheikh	nomeansheikh713@omail.com	6117BMM1084	84	Promotion	Selling with words	Better at languages	Attention, Interest, Desire, Action	Out of the box thinking	Visual	Ad: Meparation	Call to Action	For grabbing attention	Adding spice to ad	TV and Radio	Semiformal	Television Commercial	Interactive and chean	18-30 seconds	Rational	Song	B2B ads	Persoal offer	Brain-storming
8-30-2019 12:14:01	12/20	NachiketPal	nachiketrajpal@gmail.com	6117BMM1078	23	All of the above	Selling with words	All of the above	Attention, Interest, Desire, Action	All the above	Creative Brief	Ad. Preparation	Call to Action	For grabbing attention	Accusing interest of the	All india radio and Print	Formal	Television Commercial	Personal and cost	30-80 seconds	Humour	Song	B2B ads	Personal letter	Behaviour Analysis
8-30-2019 12:14:13	9 / 20	Mahesh Jangannavar	jangannavar.mahesh@gmail.com	6117BMM1093	SMM-12	All of the above	Selling using advertisements	Understanding of marketing	Awareness, Idea, Definition, Action	All the above	Visual	Ad. Preparation Document	Call to Advertisement	For grabbing attention	Arousing Interest of the reader	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	Rariq R Khan	rariqkhar306@gmail.com	6117bmm1090	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 spice to ad	TV and Radio	Formal	Television Commercial	Personal and cost effective	18-30 seconds	All the above	Song	Traders ads.	All the above	Research
8-30-2019 12:15:28	10 / 20	Shraddha shitole	shraddhashtole.04@gmail.com	6117BMM1019	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	Arousing 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 D'souza	xavierdsouza2810@gmail.com	6117BMM1065	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	Arousing 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 Dabak	pratikdabak5@gmail.com	6117BMM1092	7	Promotion	Selling with words	Better at languages	Attention, Interest, Desire, Action	Creation of ideas	Creative Brief	Ad. Preparation	Call to Action	For grabbing attention	Arousing Interest of the	TV and Radio	Formal	Television Commercial	Interactive and cheap	18-30 seconds	Humour	Ad for Radio	B2B ads	Personal letter	Behaviour Analysis
8-30-2019 12:15:53	10/20	Sonikumari	so6029336@amail.com	6117BMM1011	42	Sellino	Selling with words	Better at languages	Attention. Interest. Desire. Action	Out of the box thinking	Creative Brief	Ad. Preparation	Call to Action	To help the advertiser	Arousing Interest of the	TV and Radio	Formal	Television Commercial	Interactive and cheap	18-30 minutes	Humour	Sona	Small ads out together	Personal letter	Brain-storming
8-30-2019 12:16:21	7 / 20	Avez A Khan	Awazkhan1358@gmail.com	6117BMM1001	1001	Information	Setting 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 Doordarshan	Informal	Television Commercial	Impersonal and Costly	30-80 seconds	Rational	Song	Business Display Ads	Personalised	Brain-storming
8-30-2019 12:16:22	6/20	Abhishek Vishwakarma	av72086@gmail.com	6117BMM1061	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	Rational	Marketing Communication	B2B ads	Personalised	Brain-storming
8-30-2019 12:17:14	9/20	Steven Peter	sp987090gmail@gmail.com	6117BMM1000	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	Arousing Interest of the rearfer	TV and Radio	Formal	Television Commercial	Interactive and cheap	18-30 minutes	All the above	Song	Small ads put together	Personal letter	Research
8-30-2019 12:19:17	12/20	Shantanu Patil	shansunny99@gmail.com	6117BMM1020	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	Arousing Interest of the	TV and Radio	Formal	Television Commercial	Interactive and cheap	18-30 seconds	Humour	Song	Business Display Ads	Personalised	Brain-storming
8-30-2019 12:20:11	16/20	Narayan Tippanna	naravar0243201@omail.com	6117BMM1023	70	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	reader Arousing Interest of the	TV and Radio	Semiformal	Television Commercial	Personal and cost	18-30 seconds	All the above	Ad for Radio	Traders ads.	communication All the above	Brain-storming
		Nativinit	,									Ad. Preparation			Arousing Interest of the				effective Personal and cost						•
8-30-2019 12:29:16	20/20	Sonikumari	sg6020336@gmail.com	6117BMM1011	42	All of the above	Selling with words	All of the above	Attention, Interest, Desire, Action	All the above	Creative Brief	Document Ad. Preparation	Call to Action	For grabbing attention	reader	TV and Radio	Informal	Television Commercial Television	effective	18-30 seconds	All the above	Ad for Radio	Small ads put together	All the above	Brain-storming
8-30-2019 12:31:19	16/20	Sayed tuba	sayedtuba888@gmail.com	6117BMM1069	61171069	All of the above	Selling with words	All of the above	Attention, Interest, Desire, Action	All the above	Creative Brief	Document	Call to Action	For grabbing attention	Adding spice to ad	TV and Radio	Formal	Correspondance	Interactive and cheap	18-30 seconds	All the above	Ad for Radio	Small ads put together	All the above	Brain-storming