1. The Heineken advertisement divides the commodities into gendered categories which throws light on
   a) the notion of gender transcending the biological order and extending onto inanimate categories
   b) the notion of gender transcending the inanimate to an organic category
   c) the interrelationship between spatiality and gendered consumption
   **d) Both options (a) and (c) are correct.**

2. The H&M advertisement featuring David Beckham establishes the relationship between commodity and masculinity by asserting
   a) that wearing the dress entails a position of loss of agency and power
   b) that power, authority and privilege are extended by sartorial politics
   c) that power and agency are mediated by performative acts
   **d) Both options (b) and (c) are correct.**

3. The Fair and Handsome advertisement featuring Shah Rukh Khan is in a way a reconfiguration of essentialist gendered behaviour by
   a) de-branding of the commodity from being essentially female and re-branding it as masculine.
   b) re-branding and re-instating the commodity as feminine
   c) de-branding of the commodity from being essentially masculine and re-branding it as feminine
   d) All the above options are correct

4. In the Fair and Handsome advertisement, the wrestler is reprimanded for putting on a female fairness cream. What could be the gendered implications of this?
   a) The wrestler by putting on a female fairness cream is emasculating himself from a conventional standpoint
   b) The wrestler is subverting a commonly held notion that fairness is sought after only by women.
   c) The wrestler’s act of putting on a female fairness cream becomes a parody and grotesque comedy.
4. Both options (a) and (c) are correct.

5. In the Heineken advertisement, the men walk into a fridge full of beer bottles whereas the women walk into a wardrobe full of shoes and dresses. The spatial division in the advertisement throws light on the
   a) stereotypical notion of gendered behaviour
   b) complex interrelationship between identity, space and gender
   c) complete consolidation of commodity difference
   d) All the above options are correct

6. The Fair and Handsome advertisement would not generate the desired effect in a white space which is suggestive of
   a) the changing scenario of the non-white consumerist space as reflected in the advertisement.
   b) the gendered locations and configurations are played out depending on certain moral, social and ideological climates
   c) the asymmetric relationship between gendered, economic, moral and societal locations
   d) Both options (b) and (c) are correct.

7. The consumption of the Fair and Handsome cream in the advertisement assures social mobility by
   a) foregrounding a transition from an urbane masculinity to rural masculinity
   b) foregrounding a transition from a suave and refined masculinity to a more crude masculinity
   c) promoting a metro-sexual order of masculinity mediated by sanctioned and desirable fairness
   d) None of the above options are correct

8. The Yorkie chocolate advertisement is an ironic reinforcement of stereotypical gender roles. What necessitated such an interpretation?
   a) The Yorkie chocolate becomes ultra-manly which problematizes the notion of it being a female commodity
   b) The Yorkie chocolate advertisement depicts chocolate as a product that is exclusively consumed by male
   c) The Yorkie chocolate advertisement establishes a new correspondence which meant that the chocolate can be consumed only by men.
   d) All the above options are correct.
9. The Fair and Handsome advertisement addresses the complex relationship between space and consumption by
   a) foregrounding that the narrative of fairness is informed by the spatial politics of the region
   b) showing that embodiment is dependent on the economy and discursive structures of the region
   c) foregrounding that the affective politics of the commodity is directly proportional to the value, moral and belief systems of the region
   d) All of the above options are correct.

10. The girl in the Yorkie chocolate advertisement dresses up as a miner boy when she walks into the shop. The scene foregrounds
    a) the performative nature of the necessary embodiment to acquire the chocolate
    b) a consolidation of a stereotype that chocolates can be consumed only by women.
    c) the coded nature of the embodiment designed to acquire a masculized commodity
    d) Both options (a) and (c) are correct.

11. The Yorkie chocolate advertisement examines the complex interrelationship between
    a) commodity, space and identity formations.
    b) commodity, ideological and economic locations
    c) commodity formation, commodity consumption, commodification and gendering of commodities.
    d) Both options (a) and (c) are correct.

12. The Pepsi Max advertisement stresses on the idea that ‘men can take anything’ which throws light on
    a) a stereotypical understanding of gendered behaviour.
    b) de-branding and re-branding of a particular commodity
    c) The fact that certain kind of gendered behaviour corresponds to a particular commodity
    d) All the above options are correct
13. Advertisement and Embodiment are inextricably intertwined which draws attention to
a) how one achieves a certain spectacle and generates the desired affect
b) how one acquires a certain design of culture through affective politics
c) how affect is generated through strategic excess and strategic forms of excessiveness.
d) All the above options are correct.

14. Advertisement entails an asymmetric combination of different apparatuses which examines the relationship between
a) the location, race and class of the consumer.
b) the politics, economics and demography of the consumer
c) the politics, consumer behaviour and spatiality of the consumer.
d) All the above options are correct.

15. The Heineken advertisement won’t work in a space where alcohol is prohibited and likewise the Fair and Handsome advertisement would not generate the desired effect in a white space which are suggestive of
a) the complex relationship between spatiality and embodiment
b) the complex relationship between spatiality and consumption
c) the asymmetric relationship between gendered, economic and spatial locations.
d) Both options (b) and (c) are correct.