

MEDIA PLANNING

Multiple Choice Questions.

1. _____, in advertising, is a series of decisions involving the delivery of message to the targeted audience.

- A. Market Analysis
- B. Media Objective
- C. Media Planning
- D. Media Strategy

ANSWER: C

2. Every media plan begins with the _____.

- A. media objective
- B. market analysis
- C. media mix
- D. media strategy

ANSWER: B

3. The _____ of target audience helps media planner to understand the media consumption habit, and accordingly choose the most appropriate media mix.

- A. analysis
- B. identification
- C. selection
- D. classification

ANSWER: D

4. _____ describes what you want the media plan to accomplish.

- A. Media Objective
- B. Media analysis
- C. Media mix
- D. Media strategy

ANSWER: A

5. _____ refers to the number of people that will be exposed to a media vehicle at least once during a given period of time.

- A. Frequency
- B. Reach
- C. CPM
- D. CPP

ANSWER: B

6. _____ refers to the average number of times an individual within target audience is exposed to a media vehicle during a given period of time.

- A. Frequency
- B. Reach
- C. Continuity
- D. CPM

ANSWER: A

7. An effective media strategy requires a degree of _____.

- A. continuity
- B. media mix
- C. flexibility
- D. discontinuous

ANSWER: C

8. _____ covers two broad decisions selection of media class, and selection of media vehicle with in media class.

- A. Media mix
- B. Media strategy
- C. Media objective
- D. Media selection

ANSWER: D

9. The implementation of media plan requires _____.

- A. Media slot
- B. Media mix
- C. Media buying
- D. Media selection

ANSWER: C

10. Media Buying refers to buying _____ in the selected media.

- A. slot
- B. space
- C. vehicle
- D. time and space

ANSWER: D

11. _____ is a way of describing audience based on factors such as age, gender, education level, town class, income etc.

- A. Demographic
- B. Psychographic
- C. Socio-economic
- D. Infographics

ANSWER: A

12. _____ is a way of describing audience based on the their life style, attitudes, aspirations, habits etc.

- A. Demographics
- B. Psychographics
- C. Socio-economic

D. Infographics

ANSWER: B

13. Media _____ is a primary goal of advertising media planning and buying.

- A. frequency
- B. efficiency
- C. flexibility
- D. reach

ANSWER: B

14. Scheduling in _____ can help avoid the irritation factor and can keep an advertising campaign freshers for a longer time.

- A. continuity
- B. random
- C. waves
- D. avails

ANSWER: C

15. A magazines _____ starts with its circulation and grows as original readers pass an issue along to other readers.

- A. subscribe
- B. reader
- C. audience
- D. publisher

ANSWER: C

16. The average magazine draws half of its revenue from _____ and half from circulation.

- A. marketing
- B. audience
- C. subscribers
- D. advertising

ANSWER: D

17. _____ is a highly negotiable medium when it comes to pricing.

- A. News paper
- B. Radio
- C. Television
- D. Internet

ANSWER: B

18. A large amount of _____ advertising is for retailers, local businesses and for promotions.

- A. news paper
- B. magazines
- C. radio
- D. television

ANSWER: C

19. The _____ should be the formal summation of the advertising task that the media planner will take on to a solution.

- A. media brief
- B. media expansion

- C. media buying
- D. media selling

ANSWER: A

20. Companies are exploring the _____ for communicating their advertising message because of its several attractive features and advantages.

- A. television
- B. newspaper
- C. radio
- D. new media

ANSWER: D

21. The advertising industry is passing through a transition phase with the emergence of the _____ media.

- A. television
- B. online
- C. interactive
- D. information

ANSWER: B

22. New media is very cost-effective when compared to the traditional media and is highly _____.

- A. reliable
- B. reputed
- C. resourceful
- D. result-oriented

ANSWER: D

23. The _____ is the biggest possible medium and has the quickest and the deepest reach throughout the globe.

- A. web
- B. TV
- C. radio
- D. outdoor

ANSWER: A

24. Digital technology is changing the way _____ relate to products and markets.

- A. manufactures
- B. consumer
- C. dealers
- D. industry

ANSWER: B

25. Cyber consumers are not _____.

- A. active
- B. passive
- C. homogeneous
- D. heterogeneous

ANSWER: C

26. Media _____ is a primary goal of advertising media planning and buying.

- A. flexibility
- B. expansion
- C. frequency
- D. efficiency

ANSWER: D

27. Frequency of _____ describes the number of times that your advertisement appears in the media.

- A. continuity
- B. exposure
- C. repetition
- D. insertion

ANSWER: D

28. Advertising media do not operate in a vacuum: they must be part of the overall _____ and advertising plans.

- A. marketing
- B. media
- C. corporate
- D. campaign

ANSWER: A

29. Advertisers use many factors other than the _____ in their media analyses and plans.

- A. activities
- B. audience
- C. attributes
- D. influencers

ANSWER: B

30. Selectivity is related to _____.

- A. portrayal
- B. relevance
- C. support
- D. coverage

ANSWER: D

31. Transit and outdoor advertising are generally noticed only in passing, which may not be enough for a _____ message.

- A. simple
- B. normal
- C. complicated
- D. urgent

ANSWER: C

32. _____ advertising affords the marketer the ability to engage the consumer in a direct and personal way.

- A. Interactive
- B. Contextual
- C. Traditional
- D. Website.

ANSWER: A

33. _____ advertising is a type of online advertising commonly used for content based websites.

- A. Interactive
- B. Contextual
- C. Traditional
- D. Corporate.

ANSWER: B

34. _____ technology is changing the way consumers relate to products and markets.

- A. Information
- B. New
- C. Digital
- D. Cyber

ANSWER: C

35. Cyber consumers are not _____.

- A. Hetrogeneous
- B. segemented
- C. mass
- D. homogeneous

ANSWER: D

36. e-Tailing will have to co-exist with _____ retailing.

- A. e-Commerce
- B. traditional
- C. mobile
- D. integrated

ANSWER: B

37. _____ the appropriate market segment has become ever more important when carrying out e-branding campaigns.

- A. Segmenting
- B. Positioning
- C. Targeting
- D. Implementing

ANSWER: C

38. Creating and securing a brand name in the physical world requires extensive marketing.

_____.

- A. Research
- B. strategy
- C. effort
- D. media

ANSWER: A

39. Online marketing of all types offers superior measurability and trackability in comparison to traditional

_____.

- A. media
- B. tactics
- C. research
- D. information

ANSWER: B

40. Digital branding, in general need to have the consumer- specific orientation addressed to consumers in a _____ context.

- A. geographic
- B. natural
- C. confined
- D. cultural

ANSWER: D

41. _____ services are agencies that specialize in buying time and space.

- A. Media selling
- B. Media planning
- C. Media buying
- D. Media organizing.

ANSWER: C

42. Media are the bridges that carry messages back and forth between companies and _____.

- A. consumers
- B. customers
- C. prospects
- D. influencers.

ANSWER: B

43. The challenge of media planning is becoming greater because the number of ways to send brand messages is _____.

- A. decreasing
- B. complicated
- C. increasing
- D. competitive

ANSWER: C

44. Media planners begin their work by doing media _____.

- A. research
- B. message
- C. buying
- D. selling

ANSWER: A

45. Media buying is the _____ of a media plan.

- A. identifying
- B. scheduling
- C. evaluation
- D. execution

ANSWER: D

46. Vehicles dealing with particular areas of interest, such as sports, hobbies or finance, are the ones most likely to have lifestyle and product - usage data in addition to _____ profiles.

- A. media
- B. demographic
- C. audience

D. brand

ANSWER: B

47. In India media buyers and advertisers go mostly by _____ data to gauge which websites to include in their media plan.

- A. com score
- B. URL
- C. page views
- D. click

ANSWER: A

48. The pricing of _____ advertising could vary across devices and access formats.

- A. print
- B. broadcast
- C. digital
- D. out of home.

ANSWER: C

49. User registration or cookies can identify _____ users.

- A. regular
- B. normal
- C. digital
- D. unique

ANSWER: D

50. A cookie is a file on the users browser that uniquely identifies _____.

- A. the advertiser
- B. the buyer
- C. the seller
- D. the user

ANSWER: D

51. With _____ there is a rise in metrics like cost per like and cost per fan.

- A. social media
- B. digital media
- C. broadcast media
- D. print media

ANSWER: A

52. Corporate events could be sub-classified into _____ types.

- A. two
- B. three
- C. four
- D. five

ANSWER: B

53. _____ has been the first to launch an innovative media buying / selling technique, through its lastminute inventory.com, which auctions unsold media space online.

- A. Madison media
- B. Mudra Max
- C. Dentsu India

D. JWT India

ANSWER: C

54. The talking newspaper innovative ad campaign was conceived by the Mudra Group for

_____.

- A. Bru Gold
- B. HCL computers
- C. Barista Lavazza
- D. Volkswagen

ANSWER: D

55. A futuristic innovations (media planning) involves creating satellite imagery of the monogram or message to reach the desired geographic location and _____.

- A. programme
- B. action
- C. audience
- D. media

ANSWER: C

56. Customers' _____ have become the order of the day.

- A. endorsement
- B. information
- C. awareness
- D. knowledge

ANSWER: A

57. Most of the mobile advertising solution providers typically brought in their technology with direct relationship with agencies or _____.

- A. publishers
- B. advertisers
- C. subscribers
- D. analysts.

ANSWER: B

58. _____ are filled with videos, podcasts, Really simple syndication (RSS) feeds for targeted news and information, downloadable images, and presentations.

- A. Online newsrooms
- B. Websites
- C. Mobile advertising
- D. Interactive newsrooms.

ANSWER: D

59. _____ refers to the presentation of an advertising message to a prospective or existing client.

- A. Pitch
- B. Rate cards
- C. Estimate
- D. Point-of-purchase.

ANSWER: A

60. Type of client that may not be a very friendly or creative client to have but is an MNC and needs to be on the portfolio is known as _____.

- A. financial value
- B. potential value
- C. prestige value
- D. creative value.

ANSWER: C

61. _____ is now a significant part of every global corporations marketing arsenal.

- A. Internet
- B. Web
- C. Mobile
- D. e - marketing

ANSWER: D

62. _____ customers can themselves become publishers, choosing to share what they have received with their social networks.

- A. Publish - subscribe
- B. Instant sharing
- C. Multi - model viewing
- D. Mobile invertising

ANSWER: B

63. _____ have different expectations and different relationships with companies from which they purchase products and services.

- A. Hetrogenous Consumers
- B. Homogenous Consumers
- C. Cyber Consumers
- D. Diverse Consumers

ANSWER: C

64. RFID stands for

- A. Rapid - frequency identification
- B. Reach - frequency identification
- C. Red - frequency identification
- D. Radio - frequency identification

ANSWER: D

65. _____ are purchases of TV time in certain markets by regional or national companies.

- A. Affiliates
- B. Spot buys
- C. Spilit run
- D. Air time

ANSWER: B

66. _____ is a scheduling strategy in which planned messages run in intermittent periods.

- A. Media run
- B. Continuous scheduling
- C. Pulsing
- D. Flighting

ANSWER: D

67. _____ is placing media throughout the year with equal weight in each month.

- A. Pulsing
 - B. Flighting
 - C. Continuous scheduling
 - D. Zapping
- ANSWER: C

68. Pulsing is a scheduling strategy that provides a floor of media support throughout the year and periodic_____.

- A. increases
- B. decreases
- C. intervention
- D. timing

ANSWER: A

69. A products purchase cycle may also influence media _____.

- A. planning
- B. scheduling
- C. mix
- D. cost

ANSWER: B

70. The more media vehicles used with lots of different programs with more messages leaves the consumes in a _____.

- A. fragmentation
- B. isolation
- C. composition
- D. clutter

ANSWER: D

71. Media scheduling and the development of creative materials must be integrated so that a company does not miss opportunities for reaching the right _____ , at the right time, in dynamic ways.

- A. manufactures
- B. customers
- C. audience
- D. individuals

ANSWER: C

72. We know that media is reaching more people but there are smaller audience in each channel because there are so many_____.

- A. tradition
- B. fragmentation
- C. identification
- D. seggregation

ANSWER: B

73. Distribution of message materials from agency to contracted media is called _____.

- A. media research
- B. media management
- C. media traffic
- D. agency billing.

ANSWER: C

74. Advertising to today's consumers, we need to look beyond the _____ media of print, radio, and television.

- A. traditional
- B. non - traditional
- C. social
- D. new

ANSWER: A

75. The cost of an advertisement or a schedule of ads is often based on _____.

- A. CPP
- B. CPR
- C. CPI
- D. CPM

ANSWER: D

76. Complete the following definition of advertising media. The advertising media is a marketing communications umbrella concept that covers _____ to the prospective consumer.

- A. Media vehicles
- B. Advertising messages
- C. Brand
- D. Channels

ANSWER: B

77. Strategic media planning is a complex challenge because advertisers must use their knowledge of

- A. Demographics
- B. Psychographics
- C. Behavioural Characteristics
- D. All of the above

ANSWER: D

78. Addressable media are used

- A. For two-way communication
- B. For social media
- C. To deliver customized marketing messages to identifiable prospects
- D. For one way communication

ANSWER: C

79. Media strategy is making media decisions based on

- A. Understanding customers wants and needs
- B. The clients wishes
- C. Whims of the market
- D. Brand awareness

ANSWER: A

80. Magazine performance has remained stable in recent years due to

- A. The development of brand values
- B. Low cost
- C. Multi-page combinations
- D. Their ability to address segmented audiences

ANSWER: D

81. One of the following is not strength of magazines

- A. Shelf-life
- B. Quality reproduction
- C. Inherent design flexibility
- D. Deadline flexibility

ANSWER: D

82. Radio is often referred to as

- A. The Theatre of the Absurd
- B. Mindful Theatre
- C. The Theatre of the Mind
- D. Surround Sound

ANSWER: C

83. In general, newspapers offer _____ as a media choice.

- A. Low Selectivity
- B. High Selectivity
- C. Low impact
- D. Average impact

ANSWER: A

84. Newspapers offer _____ as a media choice

- A. High Impact
- B. Low Impact
- C. Low Selectivity
- D. High Selectivity

ANSWER: B

85. Interactive media can be best described as

- A. Customized Marketing Messages
- B. Marketing Communications Mix
- C. Marketing Mix
- D. Media that allow two-way messages between company and consumer

ANSWER: D

86. Extensive local penetration and coverage is indicative of

- A. Magazines
- B. Newspapers
- C. Online Advertising
- D. Social Media

ANSWER: B

87. Which of the following is not strength of the television medium?

- A. Cost Efficient Medium for Reach
- B. High Initial Production Cost
- C. High Impact and Dynamic Medium
- D. High Reach Medium

ANSWER: B

88. Place-based media occur in which venues?

- A. Scaffolding Wraps
- B. Spectaculars
- C. Transport
- D. Outdoor Billboard

ANSWER: B

89. One weakness in using out-of-home media is

- A. Relatively Low Cost
- B. Difficult to Measure and Control
- C. Delivers Excellent Reach
- D. Demographic Flexibility

ANSWER: B

90. Which medium is often referred to as junk mail?

- A. Direct Mail
- B. Television
- C. Newspaper inserts
- D. Yellow Pages

ANSWER: A

91. RADIO supports media planning as a part of _____

- A. Integrated media solution
- B. Vehicle
- C. Does not support
- D. Channel

ANSWER: A

92. Name the strengths in using radio in a media plan

- A. Cost effective
- B. Time effective
- C. Measurable Results
- D. All of the above

ANSWER: D

93. Name the major types of advertising found in newspapers

- A. Banner
- B. Display
- C. Classified
- D. Forums

ANSWER: B

94. Print advertising is sometimes also called

- A. Business Advertising
- B. Press Advertising
- C. Electronic Advertising
- D. Media Advertising

ANSWER: B

95. A type of publication whereby the content is primarily focused on one particular type of Business or Industry is called as

- A. Horizontal Publication

- B. Parallel Publication
- C. Trade Publication
- D. Yellow Publication

ANSWER: C

96. Trade publication is otherwise called as _____

- A. Vertical Publication
- B. Horizontal Publication
- C. Parallel Publication
- D. Yellow Publication

ANSWER: B

97. Clutter is defined as _____

- A. Coarse paper stock
- B. A promotional tool
- C. A faulty broadband connection
- D. An overabundance of messages

ANSWER: D

98. Media planning has a much greater role today in the advertising industry than it did 15 years ago.

- A. Unsuitable Statement
- B. Wrong Statement
- C. Immoral Statement
- D. Correct statement

ANSWER: D

99. Media planning is carried out through

- A. An intuitive process
- B. Research and tested formulas
- C. Both of the above
- D. None of the above

ANSWER: C

100. The media planners task is challenging because it must typically

- A. Watch much TV
- B. Have knowledge of traditional as well as emerging and converging forms of media
- C. Monitor all social sites
- D. Know everything about newspapers

ANSWER: B

101. Identify one reason media choices have become more difficult in recent years

- A. Internet is used more frequently than any other medium
- B. Segmentation
- C. Satellite radio has come on the scene
- D. Newspapers now use color

ANSWER: B

102. The estimated number of people an advertisement reaches is called

- A. Impressions
- B. Subscriptions
- C. Metrics

D. Newsstand Purchases

ANSWER: A

103. Which is not a method of costing media?

- A. CPA
- B. CTR
- C. CPM
- D. CPR

ANSWER: D

104. The print medium continues to rely heavily on CPM to determine scheduling. What is CPM?

- A. A percentage of impressions that results in a click
- B. A percentage of households tuned to TV
- C. The relative average cost to reach one thousand people
- D. A payment received for each action

ANSWER: C

105. Which of the following is not a valid statement?

- A. It is necessary to plan for out-of-home media
- B. The media environment has become fiercely competitive
- C. Media planning is less important than creative
- D. Independent media buying services specialize in media planning

ANSWER: C

106. One significant change in the paid-for media environment is

- A. The presence of social media sites
- B. Terrestrial and satellite radio offerings
- C. The number of print vehicles available
- D. The addition of cable TV

ANSWER: A

107. Media selections and scheduling decisions associated with delivering advertising constitute a

- A. Media Plan
- B. Message Weight
- C. Media Kit
- D. Problem Solving Equation

ANSWER: A

108. Media strategy and media tactics are

- A. Same
- B. Different
- C. Media Plan
- D. Media Process

ANSWER: A

109. Which of the following would not be involved in setting media objectives?

- A. Geographic
- B. Frequency
- C. Reach
- D. Low involvement purchase decisions

ANSWER: D

110. Demographics in media planning deal with

- A. The study of populations
- B. The psychology of the consumer
- C. The study of media channel
- D. The study of product

ANSWER: A

111. Psychographic profiles would include

- A. The generation to which the consumer belongs
- B. The lifestyle habits, attitudes and values of the consumer
- C. The post code of the consumer
- D. Pattern of messaging

ANSWER: B

112. The flighting media schedule is

- A. A hybrid strategy of scheduling
- B. An intermittent pattern of high activity and low activity
- C. A continuous pattern of messaging
- D. Intermittent, intense activity within a continuous pattern

ANSWER: B

113. Reach is defined as?

- A. Insufficient exposure to the target audience
- B. The Number of times a reader is exposed to a message
- C. The total number of duplicated exposures
- D. The total number of unduplicated exposures

ANSWER: D

114. Frequency is defined as?

- A. The total number of duplicated exposures
- B. Three exposures to the target audience
- C. All possible exposures to a target audience
- D. The number of times a reader is exposed to a message

ANSWER: D

115. Gross impressions means

- A. The percentage of the target audience exposed to a message
- B. All possible exposures to a given medium at a given time
- C. Both a and b above
- D. The standard for a communication message to have an impact on the consumer

ANSWER: B

116. A graphical representation of the media schedule information is called a

- A. A Timetable
- B. Media Objectives
- C. A Media Flowchart
- D. A Media Plan

ANSWER: C

117. The _____ process commences at corporate level. Here the organization sets out its

overall mission, purpose, and values.

- A. Researching
- B. Strategic Planning
- C. Controlling
- D. Managing

ANSWER: B

118. A statement about what an organization wants to become, which sets out an organization's future, is referred to as:

- A. Mission
- B. Vision
- C. Organizational Goals
- D. Vision

ANSWER: D

119. A statement that sets out what the organization wishes to achieve in the long term is referred to as:

- A. Mission
- B. Vision
- C. Vision
- D. Strategic context

ANSWER: A

120. Organizational values are important because they:

- A. Help shape mission statements
- B. Help increase sales
- C. Help guide behavior and the recruitment and selection decisions
- D. Help define market research

ANSWER: C

121. Large organizations create _____, which assume the role of a separate company and create their own strategies and plans in order to achieve their corporate goals and contribution to the overall organization.

- A. Marketing Objectives
- B. Strategic Business Units
- C. Marketing Activities
- D. Business Development Units

ANSWER: B

122. The Strategic Marketing Planning process consists of a series of logical steps and these steps can be aggregated into four phases. Which of the following is not included in the phases of the strategic marketing planning?

- A. Defining marketing strategy
- B. Setting the right mission and corporate goals
- C. Reviewing the current situations
- D. Formulating Strategy

ANSWER: A

123. Which of the following firms has often followed a market challenger (second-mover) strategy?

- A. Apple computer
- B. Ebay
- C. Sainsbury s

D. Amazon.com

ANSWER: C

124. SWOT is an acronym for:

- A. Strategy, working, opinion, tactical
- B. Strengths, weakness, opportunities, threats
- C. Strategy, Work, openness, toughness
- D. Strategy, weakness, opinions, tactics

ANSWER: B

125. In SWOT analysis, situations where organizations are able to convert weaknesses into strengths and threats into opportunities, these are called:

- A. Strategic windows
- B. Strategic leverage
- C. Conversion strategies
- D. Vulnerability

ANSWER: C

126. This is something that at some time in the future may destabilize and/or reduce the potential performance of the organization:

- A. Threat
- B. Strength
- C. Weakness
- D. Opportunities

ANSWER: A

127. _____ is the process that helps managers understand the nature of the industry, the way firms behave competitively within the industry, and how competition is generally undertaken.

- A. Market needs analysis
- B. Portfolio analysis
- C. Strategic market analysis
- D. Organizational analysis

ANSWER: C

128. These objectives are often employed in mature markets as firms/products enter a decline phase. The goal is to maximize short-term profits and stimulate a positive cash flow:

- A. Harvest Objectives
- B. Divest Objectives
- C. Hold Objectives
- D. Growth Objectives

ANSWER: A

129. Which of the following is not the conditions necessary for the achievement of sustainable competitive advantage (SCA)?

- A. The perceived difference results from cheaper price
- B. The customer consistently perceives a positive difference between the products and services offered by a company and its competitors.
- C. The perceived difference results from the company's relatively greater capability.
- D. The perceived difference persists for a reasonable period of time.

ANSWER: A

130. These objectives are often the most suitable when firms operate in a market dominated by a major competitor and where their financial resources are limited:

- A. Niche Objectives
- B. Hold Objectives
- C. Harvest Objectives
- D. Divest Objectives

ANSWER: A

131. This type of growth refers to concentrating activities on markets and/or products that are familiar:

- A. Diversification
- B. Condensive
- C. Integrative
- D. Intensive

ANSWER: D

132. An organization can offer standard products at acceptable levels of quality, yet still generate above-average profit margin by adopting _____

- A. Differentiation
- B. Focus Strategy
- C. Cost leadership
- D. Market follower strategy

ANSWER: C

133. _____ are about organizations seeking gaps in broad market segments or finding gaps in competitors' product ranges.

- A. Market niche strategies
- B. Differentiation
- C. Cost leadership
- D. Focus Strategies

ANSWER: D

134. Attack the market and defend the position are the prime strategies pursued by a firm with _____ positioning.

- A. Market challenger
- B. Market Leader
- C. Market Follower
- D. Market Nicher

ANSWER: B

135. Diversification is best described as which of the following?

- A. Existing products in new markets
- B. Existing products in existing markets
- C. New products for new markets
- D. New products for existing markets

ANSWER: C

136. Key performance indicators, which companies set and measure their progress towards in order to determine whether or not they have improved or maintained their performance over a given period of time, are referred to as:

- A. Marketing implementation
- B. Marketing program

- C. Budgeting
- D. Marketing Metrics

ANSWER: D

137. In terms of the increasing complexity in media buying and selling, _____ often employ(s) communications vehicles outside traditional media planning, such as public relations activities, sales promotion, and direct marketing.

- A. Mixed-media approaches
- B. Recency planning
- C. Pulsing
- D. Value added packages

ANSWER: D

138. Companies employ the elements of the _____ (product concept, target audience, advertising message, and communications media) to devise strategies to achieve advertising objectives.

- A. Synergistic approach
- B. Creative mix
- C. Advertising impression
- D. Advertising response curve

ANSWER: B

139. In terms of the scope of media-planning activities, which of the following is the purpose of the situation analysis?

- A. To determine what to communicate through ads
- B. To understand the marketing problem
- C. To compare and select the best media within broad classes
- D. To translate media goals into general guidelines

ANSWER: C

140. In terms of message-distribution objectives, which of the following is a definition of reach?

- A. It refers to a measure of the intensity of a schedule based on repeated exposures to the medium.
- B. It refers to total size of the audience for a set of ads or an entire campaign.
- C. It refers to the total number of unique people exposed to a medium during a given period of time.
- D. It refers to the duration of an advertising message or campaign over a given period of time

ANSWER: C

141. _____ measures the intensity of a media schedule, based on repeated exposures to the medium or the program.

- A. Frequency
- B. Reach
- C. Rating
- D. Gross impression

ANSWER: A

142. In terms of media planning, which of the following refers to effective reach?

- A. The duration of an advertising message or campaign over a given period of time
- B. The average number of times individuals or homes are exposed to the medium
- C. The total size of the audience for a set of ads or an entire campaign
- D. A measure of the number or percentage of the audience who receive enough exposures to truly receive the message

ANSWER: D

143. The advertising response curve indicates that:

- A. Incremental response to advertising diminishes with repeated exposures.
- B. Audience fragmentation increases effective reach.
- C. Repeated exposures to ads increase advertising success.
- D. Probable exposures increase with audience fragmentation.

ANSWER: A

144. Which of the following refers to spillover media?

- A. It refers to particular magazines that are chosen according to how well they expose the message to the media audience.
- B. It refers to the specific types of people the advertiser wants to reach.
- C. It refers to all communications vehicles available to a marketer.
- D. It refers to local media that many consumers in a neighboring country inadvertently receive.

ANSWER: D

145. Which of the following is an advantage of using direct mail as a media vehicle?

- A. Combines sight, sound and movement
- B. Larger than life
- C. Social Dominance
- D. Highly Personal

ANSWER: D

146. _____ refers to a method for scheduling media in which the airwaves (both cable and network TV channels) are flooded to make it virtually impossible to miss the ads.

- A. Blinking
- B. Flighting
- C. Pulsing
- D. Bursting

ANSWER: A

147. The merits of newspaper as a medium of advertising are:

- A. Wide coverage
- B. Quick response
- C. Regularity and frequency
- D. All of the above

ANSWER: D

148. The demerits of magazine advertising are

- A. Selectivity
- B. Loyalty and prestige
- C. Inflexibility
- D. Visual display

ANSWER: C

149. The merits of radio advertising are

- A. Human touch
- B. Not mass coverage
- C. Not selectivity
- D. Group Coverage

ANSWER: A

150. Media scheduling is a very next managerial task, once the _____ is developed

- A. Media plan
- B. Research
- C. Media mix
- D. Deep impact

ANSWER: C