

## MEDIA PLANNING

### Multiple Choice Questions.

- 1)Media literacy means the ability to
- Read and write
  - Create professional media
  - Understand and use media
  - Prepare for a career in media

ANSWER (C)

- 2)Good media criticism should always
- Reveal negative aspects of media
  - Offer analysis based on reason
  - Warn us that ads sell us things we don't need
  - Condemn our emotional reactions to media

ANSWER (B)

- 3)In media studies "converging" refers to the coming together of
- Two or more people, in public
  - Different professional ideas about media
  - Computer, telephone, and mass media technologies
  - Mass media and mass communication

ANSWER (C)

- 4)Economies of scale save a company money because they enable the company to
- Make a large variety of products
  - Make many copies of a product
  - Scale down the size of their products
  - Charge higher prices than their competitors

ANSWER (B)

- 5)In terms of media/government relationships in the world today, the media in most countries are
- Government owned and operated
  - Privately owned and government controlled
  - Privately owned and free from government control
  - Mixed in terms of government and private ownership and control

ANSWER (D)

- 6)What is ABC?
- American business circle

- b.American business corporation
  - c.Audit Bureau of circulation
  - d.American blood company
- ANSWER (C)

- 7)A person (or group) who has control over what information is disseminated to the audience is known as:
- a.Newscaster
  - b.Reporter
  - c.Regulator
  - d.Gatekeeper
- ANSWER (A)

8. The news of important public events appearing in the front sections of a newspaper, is called:
- a.Soft-news
  - b.Hard-news
  - c.Feature News
  - d.Investigative news
- ANSWER (B)

9. The famous communication Model SMCRE was devised by:
- a.Schramm
  - b.Roger
  - c.Lasswell
  - d.Osgood
- ANSWER (A)

- 10.media aims at reaching target audience .
- a. large
  - b. small
  - c. limited
  - d. local
- ANSWER (A)

11. UPI is the abbreviation of:
- a.United Press of India
  - b.United Press of Indonesia
  - c.United Press International
  - d.United pass of India
- ANSWER (C)

12. Communication without words:

- a. Mass communication
- b. Visual Communication
- c. Non-Verbal communication
- d. Verbal communication

ANSWER (C)

13. OB stands for:

- a. Outside Broadcast
- b. Outdoor Broadcast
- c. Official Beat
- d. Outside brand

ANSWER (A)

14. is a key to continued business success.

- a. customer satisfaction
- b. profit
- c. goodwill
- d. brand image

ANSWER (A)

15.----- 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)

16. Every media plan begins with the-----

- a. media objective
- b. market analysis
- c. mediamix
- d. media strategy

ANSWER: (B)

17. The ----- of target audience helps media planner to understand the media consumption habits, and accordingly choose the most appropriate media mix.

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

ANSWER: (D)

18.----- describes what you want the media plan to accomplish.

- A) Media Objective
- B) Media analysis
- C) Mediamix
- D) Media strategy

ANSWER: (A)

19.----- 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)

20.-----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 )

21. An effective media strategy requires a degree of ----- \_

- A.continuity
- B.mediamix
- C.flexibility
- D.discontinuous

ANSWER: (C)

22. -----covers two broad decisions selectionof 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 )

23. The implementation of media plan requires ----- \_

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

ANSWER (C)

24. Media Buying refers to buying ----- in the selected media.

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

ANSWER: (D)

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

- A.Demographic

- B.Psycho graphic
  - C.Socio-economic
  - D.D. infographics
- ANSWER (A)

26.----- is away of describing audience based on the their life style, attitudes, aspirations, habits etc.

- A.Demographics
  - B.Psycho graphics
  - C.Socio-economic
  - D.Infographics
- ANSWER (B)

27.Media----- is a primary goal of advertising media planning and media buying.

- A.frequency
  - B. efficiency
  - C.flexibility
  - D.D. reach
- ANSWER: (B)

28.Scheduling in ----- can help avoid the irritation factor and can keep an advertising campaign fresher for longer time.

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

ANSWE-R:( C )

29.A magazine ----- starts with its circulation and grows as original readers pass an issue along to other readers.

- A.sub scribe
- B.reader
- C.audience
- D.publisher

ANSWER: (C )

30.The average magazine draws half of its revenue from ----- and half from circulation.

- A.Marketing
- B.Audience
- c. subscribers
- D. advertising

ANSWER: (D)

31. -----is a highly negotiable medium when it comes to pricing.

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

ANSWER: ( B )

32. A large amount of ----- advertising is for retailers, local businesses used for promotions.

- A. newspaper
- B. magazines
- C. radio
- D. television

ANSWER: ( C )

33. The ----- should be the formal summation of the advertising task that the media planner will take on to a s

- A. media brief
- B. media expansion
- C. media buying
- D. media selling

ANSWER ( A )

34. 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 )

35. 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 )

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

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

ANSWER ( D )

37. 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)

40. Digital technology is changing the way----- relate to products and markets.

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

ANSWER (B)

41. Cyber consumers are not ----- \_

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

ANSWER(C)

42. Media ----- is a primary goal of advertising media planning and buying.

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

ANSWER (D)

43. Frequency of \_\_\_\_\_ describes the number of times that your advertisement appears in the media.

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

ANSWER (D )

44. . 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 )

45. Advertisers use many factors other than the-----in their media analyses and plans.

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

D.influential

ANSWER (B )

46. ----- technology is changing the way consumers relate to products and markets.

A. Information

B.New

C Digital

D Cyber

ANSWER: (C )

47. Cyber consumers are not \_

A.Heterogeneous

B.segmented

C.mass

D.homogeneous

ANSWER: (D)

48. e-Tailing will have to co-exist with ----- retailing.

A.e-Commerce

B.traditional

C. mobile

D. integrated

ANSWER: (B )

49. ----- 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)

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

A.Research

B.strategy

C.effort

D.media

ANSWER: (A)

51. CAS stand for

A Conditional access system

B control accounting system

C control academic system

D conditional account system

ANSWER (A)

52. TRP stand for



- A total ring point
- B total rating point
- C total rate power
- D television rating points

ANSWER (D)

53. Radio rating services was conductede in

- A 2005
- B 2006
- C 2007
- D 2008

ANSWER (C)

54. NTS stand for

- A national television study
- B north testing system
- C national television system
- D national technology system

Answer (a)

55. Drugs and cosmetics act

- A 1940
- B 1960
- C 1950
- D 1890

ANSWER (A)

56. IRS stands for

- A Indian readership survey
- B Indian record survey
- C Indian rate survey
- D Indian rating system

ANSWER (A)

57. \_\_\_\_ Play important role in providing accurate data

- A ABC
- B BBB
- C ACB
- D AFC

ANSWER (A)

58 Media planning begins with

- A market
- B market analysis
- C profit
- D planning

ANSWER (B)

59 PCI stands for

A press council of India

B press court of india

C panel court of india

D pass council of india

ANSWER (A)

60. The PCI established

A 1978

B 1967

C 1866

D 1987

ANSWER (A)

61. Member required for PCI

A 30

B 28

C 14

D 56

Answer (b)

62. \_\_\_\_ means tools used for advertisement .

A Media

B newspaper

C press

D TV

ANSWER (A)

63. The term media is

A plural

B singal

C mix

D third

ANSWER (A)

64. ORG stands for

A operations research group

B organization rate guop

C operating rate group

D open rate group

ANSWER (A)

65. ICS stands for

A international clipping services

B India council stand

C India court stands

D India clipping stands

ANSWER (A)

66. Media \_\_\_\_\_ selects the best combination of media vehicles.

A . budgeting

B strategy

C mix

Ans C

67. There is no \_\_\_\_\_ on TV viewing time at home .

A restriction

B limit

C constraints

Ans C

68.\_\_\_\_\_ Ads have short media life .

A display

B TV

C Magazine

ANSWER B

69. \_\_\_\_\_ are owned media.

A websites

B cinema

C newspapers

ANSWER A

70. \_\_\_\_\_ size compare various media classes .

A budget

B Campaign

C audience

ANSWERC

71. Media vehicle is a \_\_\_\_\_ program.

A complex

B single

C based

D Easy

ANSWER B

72. Newspapers are \_\_\_\_\_

A read

B seen

C scanned

Ans B

73. media is a most powerful tool of \_\_\_\_\_

A profit

B sales

C communication

Ans C

74. post buy deals with the question of \_\_\_\_\_

A performance

B result

C accountability

ANS C

75. TV viewership in india has \_\_\_\_\_

A increased

B decreased

C multiplied

Ans C

76. Costly brand enjoy higher \_\_\_\_\_

A visibility

B profit

C sales

Ans A

77. CARD rates are \_\_\_\_\_ -

A uniform

B non uniform

C fixed

D Same

Ans B

78. \_\_\_\_\_ use external external comparison .

A traffic

B print

C benchmarking

D xerox

ANSWER C

79 Solus readers are \_\_\_\_\_ to the publication .

A loyal

B disloyal

C indifferent

D different

ANSWER A

80. Reach of newspaper is seen through \_\_\_\_\_

A readership

B distribution

C discounted

D circulation

ANSWER D

81. \_\_\_\_\_ tell us about domination of time slot

A shares

B profit

C loass

D debenture

ANSWER A

82. Newspaper readership is

A compulsion

B habitual

C interest

D fixed

ANSWER A

83. Media strategy is based upon market \_\_\_\_\_.

A Coverage

B Persuasion

C Interaction  
D Action  
ANSWER A

84. The \_\_\_\_\_ measures the sales strength of a brand in a particular area.

- A Brand Development Index
- B Broad Development Index
- C Brand Developed Index

ANSWER A

85 \_\_\_\_\_ advertising is a type of online advertising that comes in several forms including banner ads, rich media and

- A Display
- B Indoor
- C Primary
- D Secondary

ANSWER A

86. The word Media came from the Latin word \_\_\_\_\_.

- A Middle
- B Media
- C Medium
- D Mix

ANSWER A

87. Currently ads are regulated by a non-statutory body \_\_\_\_\_.

- A Advertising Standards Council of India
- B Advertising Service Council of India
- C Advertising Standard Corporation of India

ANSWER A

88. Cyber consumers are not \_

- A.Heterogeneous
- B.segmented

C.mass

D.homogeneous

ANSWER: (D)

89 \_\_\_\_\_ is a publication that mostly covers one main topic.

- A Newsletter
- B Newspaper
- C Magazine
- D Letter

ANS A

90. Scheduling in ----- can help avoid the irritation factor and can keep an advertising campaign fresher for longer time.

E.continuity

F.random

G.waves

H.avails

ANSWE-R:( C )

91 \_\_\_\_\_ targets are those who have the power to affect the changes the campaign calls for.

- A Secondary
- B Primary
- C Tertiary

ANSWER B

92. Cyber consumers are not \_

A.Heterogeneous

- B.segmented
- C.mass
- D.homogeneous

ANSWER: (D)

93. The cost factor becomes a matter of the relative cost of the individual media, in case of newspapers, this relation determined as per \_\_\_\_\_ per column.

- A Centimetre
- B Word
- C Line

ANSWER A

1.94 . Media literacy means the ability to

- a.Read and write
- b.Create professional media
- c.Understand and use media
- d.Prepare for a career in media

ANSWER (C)

95. Television has been used as an advertising medium nearly since the day the device was introduced at the New York World's Fair in \_\_\_\_\_.

- A 1939
- B 1940
- C1942
- D 1950

ANSWER A

96 \_\_\_\_\_ refers to specific methods of media used by companies to deliver advertising messages to targeted customers.

- A Media vehicle
- B Media mix
- C Media methodology
- D media

ANSWER A

98. . \_\_\_\_\_ use external external comparison .

- A traffic
- B print
- C benchmarking
- D xerox

ANSWER C

99. Cable Television Amendment Bill \_\_\_\_\_ mandates digitization of TV broadcasts pan India by 2014.

- A 2011
- B 2012
- C 2013
- D 2014

ANSWER A

100. In \_\_\_\_\_ advertising messages are provided either with or without the consent of the mobile owner.

- A Push
- B Pull
- CBroad
- D UP

ANSWER A

101. \_\_\_\_\_, 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

102. Every media plan begins with the \_\_\_\_\_.

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

103. 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

104. \_\_\_\_\_ describes what you want the media plan to accomplish.

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

105. \_\_\_\_\_ 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

106. \_\_\_\_\_ 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

107. An effective media strategy requires a degree of \_\_\_\_\_.

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

ANSWER: C

108. \_\_\_\_\_ 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

109. The implementation of media plan requires \_\_\_\_\_.

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

ANSWER: C

110. Media Buying refers to buying \_\_\_\_\_ in the selected media.

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

ANSWER: D

111. \_\_\_\_\_ 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

112. \_\_\_\_\_ 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

113. Media \_\_\_\_\_ is a primary goal of advertising media planning and buying.

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

ANSWER: B

114. 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

115. A magazine's \_\_\_\_\_ 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

116. The average magazine draws half of its revenue from \_\_\_\_\_ and half from circulation.

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

ANSWER: D

117. \_\_\_\_\_ is a highly negotiable medium when it comes to pricing.

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

ANSWER: B

118. A large amount of \_\_\_\_\_ advertising is for retailers, local businesses and for promotions.

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

ANSWER: C

119. 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.influntials
- 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 innovation (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 advertising

ANSWER: B

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

- A. Heterogeneous Consumers
- B. Homogeneous 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. Split 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 customer's wants and needs
- B. The client's 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

200. 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

201. 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

202. 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

249. The merits of radio advertising are

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

ANSWER: A

250. 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