

MEDIA PLANNING & MANAGEMENT

SEMESTER : VI. Sample QP

1. The word Media came from the latin word _____.
 - a. Middle
 - b. Media
 - c. Medium
2. A consumer plan to act in the desired manner is also known as _____.
 - a. Attention
 - b. Invention
 - c. Behaviour
3. _____ Research will tell you about your target audiences local media habits.
 - a. Qualitative
 - b. Quantitative
 - c. Descriptive
4. _____ indicates a percentage of target audience who is exposed at least once in a given period of time.
 - a. Frequency
 - b. Reach
 - c. Market Coverage
 - d. None of these
5. Message weight is expressed in terms of gross impressions or _____ rating points.
 - a. Gross.
 - b. Net.
 - c. Operational.
6. (TRPs) are available in India calculated on the basis of the method.
 - a. Panel
 - b. Polling.

c. Opinion.

7. _____ Advertising is a type of online advertising that comes in several forms

Including banner ads, rich media & many more.

a. Indoor

b. primary

c. Display

8. Currently ads are regulated by a non- statutory body.

a. Advertising Service Council of India.

b. Advertising Standards Council of India.

c. Advertising Standards Corporation of India.

d. None of these.

9. The _____ Measures the sales strength of a brand in particular area.

a. Brand Developed Index.

b. Brand Development Index.

c. Broad Developed Index.

d. Brand Developing Index.

10. Media strategy is based upon Market.

a. Coverage.

b. Persuasion

c. Precautions.

d. Interaction

11. _____ Targets are those who have the power to affect the changes the campaign calls for.

a. Primary.

b. Secondary.

c. Tertiary.

d. Quaternary.

12. The cost factor becomes a matter of relative cost of the individual media, in case of newspapers, this relationship is determined as per _____ per column.

- a. Word.
- b. line
- c. Centimeter.
- d. Meter.

13. _____ refers to specific methods of media used by companies to deliver advertising messages to targeted customers.

- a. Media Mix.
- b. Media vehicle.
- c. Media Methodology.
- d. None of these.

14. _____ is the ability to “aim a radio or TV program or programming at a specific, limited audience or consumer market”

- a. Narrow casting.
- b. Newspaper.
- c. Media Mix.
- d. Product mix.

15. A _____ is a publication that mostly covers one main topic.

- a. Telegram.
- b. Newspaper
- c. Magazines.
- d. Newsletter.

16. 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. 1947
- b. 1939
- c. 1963
- d. 1978

17. Cable Television Amendment Bill _____ mandates digitization of TV Broadcast pan India by 2014.

- a. 2011
- b. 2018
- c. 2008
- d. 2007

18. _____ is the use of a remote- control device(RCD) to avoid commercials by switching to another channel.

- a. Zapping.
- b. Zipping,
- c. passing.
- d. Forwarding.

19. In the year 1957, All India Radio was renamed _____ ' which is controlled by the ministry of Information & Broad casting.

- a. Dhvani.
- b. Doordarshan.
- c. Akashvani.
- d. None of these.

20. In _____ advertising messages are provided either with or without the consent of the mobile owner.

- a. Stretch.
- b. Push.
- c. Pull
- d. Broad.

21.A _____ is an estimation of a company's promotional expenditures over a period of time.

- a. Media planning.
- b. Media buying.
- c. Media Budget.
- d. Media Mix.

22. _____ method is a 'let's not rock the boat', or, 'If something's going well, why fix it' way of setting budgets.

- a. Status quo
- b. Inflation adjusted.
- c. Case Rate.
- d. Case study.

23. _____ method is slightly modified version of the 'status-quo' method.

- a. Media budget
- b. Inflation adjusted
- c. Case Rate.
- d. none of these.

24. _____ method is identical method to the A-S method except that the budgeting is linked to the number of cases or unit sold, & not to sales revenue.

- a. Media budget
- b. Inflation adjusted
- c. Case Rate to advertising.
- d. Both A& B

25. _____ is the process of strategizing, negotiating & purchasing ad placements, or "inventory"

- a. Media Budgeting.
- b. Media buying.
- c. Media planning.
- d. Media planning & buying.