



**PUNE VIDYARTHI GRIHA'S
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Question Bank
Class:-TYBMS
Semester: VI
Subject: Media Planning and Management

Unit One

1. Media scheduling does not include which decision.
 - A. Timing
 - B. Continuity
 - C. Size of ad
 - D. Budget

2. Market Analysis does not deal with.
 - A. Market Size
 - B. Market Growth Rate
 - C. Message Weight
 - D. Market Profitability

3. Which of these is a demographic characteristic of the target audience.
 - A. Personality
 - B. Age
 - C. Interest
 - D. Opinions

4. Which of these is a psychographic characteristic of the target audience.
 - A. Religion
 - B. Age
 - C. Personality
 - D. Education

5. The tool that tells us which channel and programme is viewed the most, or indicates the popularity of a TV channel.
 - A. GRP
 - B. TRP
 - C. SOV
 - D. NRS

6. Which of these is not a demographic characteristic of the target audience.
 - A. Religion
 - B. Age



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- C. Personality
 - D. Education
7. Which of these is not a psychographic characteristic of the target audience.
- A. Personality
 - B. Age
 - C. Interest
 - D. Opinions
8. It indicates the sales potential of a particular brand in a specific market area.
- A. CDI
 - B. TRP
 - C. BDI
 - D. NRS
9. It indicates the sales potential of an entire product category.
- A. CDI
 - B. TRP
 - C. BDI
 - D. NRS
10. Which is a type of scheduling strategy.
- A. Staggering
 - B. Impulsive
 - C. Pulsing
 - D. Deteriorating
11. When advertisements run for some period and then there is a gap, and again it runs for a period it is called.
- A. Continuity
 - B. Flighting
 - C. Pulsing
 - D. Impulsing



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12. The combination of media types is known as.
- A. Cost Efficiency
 - B. Scheduling
 - C. Media Mix
 - D. Media Strategy
13. A function of Mass Media is.
- A. Information function
 - B. Navigating function
 - C. Directing function
 - D. One to One Communication
14. Media strategy deals with.
- A. Product Differentiation
 - B. Price Differentiation
 - C. Creating Marketing Plan
 - D. Right Message to right people at right time
15. Placing ads throughout the year with equal weight in each month is..
- A. Continuity
 - B. Flighting
 - C. Pulsing
 - D. Distribution
16. A consistent low-level advertising activity, and an addition of a burst to make a high level of advertising during certain periods is called.
- A. Continuity
 - B. Flighting
 - C. Pulsing
 - D. Concentrated
17. It indicates a percentage of target audience who is exposed atleast once in a given period to a particular media vehicle.
- A. Reach
 - B. Frequency



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- C. Impression
D. Interest
18. It refers to the number of times the advertiser reaches the same person.
A. Reach
B. Frequency
C. Impression
D. Interest
19. The media planner has to understand which aspect of the media with respect to target audience.
A. Utility of Product
B. Reach of the media
C. Pricing Strategies
D. Organizational Philosophy
20. Offering a free gift with purchase is an example of.
A. Persuasion
B. Endorsement
C. Novelty
D. Interest
21. A feature of Mass communication is.
A. Large audience
B. Customized Message
C. One to one communication
D. Only one segment at a time
22. A feature of Mass communication is.
A. Small audience
B. Diversified Message
C. Heterogeneous Audience
D. One to one communication
23. The person responsible for evaluating many media options and strategizing campaigns to support a particular product, service, or brand is called.



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- A. Media Planner
- B. Media Scheduler
- C. Media Researcher
- D. Creative Director

24. A crucial aspect without which Media Planning will not be possible is.

- A. Timing
- B. Continuity
- C. Reach
- D. Budget

25. Media planning helps to.

- A. Creating an ad
- B. Designing the product
- C. Market Planning
- D. Target Audience

26. Large advertisers have advantage over small advertisers for advertisements primarily due to.

- A. Financial Resources
- B. Frequency
- C. Market
- D. Strategy

27. It is used to compare costs of different media.

- A. CDI
- B. TRP
- C. CPM
- D. NRS

28. Characteristics such as religion, age and education belong to.

- A. Demographic characteristics
- B. Psychographic characteristics
- C. Economic characteristics
- D. Regional Characteristics



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29. Characteristics such as personality, interests and opinions belong to.
- A. Demographic characteristics
 - B. Psychographic characteristics
 - C. Economic characteristics
 - D. Gender
30. The media planner studies which characteristics of the target audience.
- A. Demographic characteristics
 - B. Psychographic characteristics
 - C. Economic characteristics
 - D. All of the above
31. Their job is to develop a coordinated plan for a particular clients advertising budget.
- A. Media Planner
 - B. Media Scheduler
 - C. Media Researcher
 - D. Media Financer
32. It indicates the maximum sales from all buyers of the product.
- A. Market Potential
 - B. Market Growth
 - C. Sales Potential
 - D. Sales Growth
33. Media messages should be.
- A. Persuasive
 - B. Relevant
 - C. Informative
 - D. All of the above
34. TRPs in India are calculated on the basis of.
- A. Panel
 - B. Polling
 - C. Opinion



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- D. Census
35. To face heavy competition, the advertiser should have.
- A. Greater frequency
 - B. Less repetition of message
 - C. Narrow reach
 - D. Less frequency of ads.
36. Market Analysis deals with.
- A. Market Size
 - B. Product Price
 - C. Product Features
 - D. Management Philosophy
37. An element of Media Objective is.
- A. Target Audience
 - B. Reach
 - C. Message Weight
 - D. All of the above
38. Media Objective does not have which element.
- A. Frequency
 - B. Target Audience
 - C. Message Weight
 - D. Market Profitability
39. What is the full form of TRP?
- A. Television Rating Point
 - B. Television Research Point
 - C. Television Redeemed Point
 - D. Television Remark Point
40. Which one option is NOT a part of the Creative Department in the Media Company?
- A. Production Artist
 - B. Accounts executive



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- C. Art Director
D. Writer
41. _____ relies on images, audio and video to communicate an ad message.
A. Display advertising
B. Newspaper advertising
C. Radio advertising
D. Magazine Advertising
42. Which of the following are departments in the media company?
A. Creative Department
B. Research Department
C. Public Relations Department
D. All of the above
43. _____ helps to get an insight into the minds of consumers.
A. Media Research
B. Media Scheduling
C. Media Financing
D. Product Development
44. The ability of the media to adapt to changing and specific needs of advertisers is _____.
A. Flexibility
B. Usability
C. Credibility
D. Affordability
45. _____ is a crucial final step in the Media planning process.
A. Media plan evaluation and follow up
B. Media objectives
C. Media Strategies
D. Market Analysis
46. While taking into consideration the number of customers, if less customers have to be reached then _____ medium is suitable.



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- A. Direct mail
 - B. Television
 - C. Mass Media
 - D. Radio
47. Which of the following are Sources of Media Research.
- A. Indian News and Feature Alliance (INFA)
 - B. Code of Athens
 - C. Press Council of India
 - D. All India Code of Commercial Advertising
48. Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor is called _____.
- A. Advertising
 - B. Sales Promotion
 - C. Direct marketing
 - D. Personal Selling
49. Cost per thousand (CPM) is one yard – stick to compare the _____ of different media.
- A. Costs
 - B. Frequency
 - C. Popularity
 - D. Reach
50. Media Research is also called _____ Research.
- A. Audience
 - B. Goal
 - C. Motivational
 - D. Persuasive
51. Ads should be exposed to the consumers when interest and attention is ____.
- A. High
 - B. Low
 - C. Moderate
 - D. Negligible



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52. Which of the following are roles of a Media Planner?
- A. Determine media objectives and strategies.
 - B. Determine the product features
 - C. Introducing new products
 - D. Determining organizational objectives
53. Media _____ coordinates the work between media owners and clients.
- A. Planner
 - B. Executive
 - C. Manager
 - D. Scheduler
54. _____ department shortlists news features.
- A. Circulation
 - B. Finance
 - C. Administrative
 - D. Editorial
55. Doordharshan code is involved in _____.
- A. Self - Projection
 - B. Self - Admiration
 - C. Self - Regulation
 - D. Self - Presentation
56. Consumer products are advertised through Mass Media like : _____.
- A. TV
 - B. Newspaper
 - C. Out Door Advertising
 - D. All of the Above
57. _____ relates to the number of homes in a geographic area that advertisements reach.
- A. Coverage
 - B. Frequency



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- C. Media Vehicle
D. Distribution
58. While advertising for kids products _____ is the best media for communicating message among the given options.
A. Television
B. Newspapers
C. Magazines
D. Radio
59. Customer _____ is a key to continued business success.
A. Satisfaction
B. Behaviour
C. Wants
D. Identification
60. While taking into consideration the level of education, which medium is suitable for the highly educated.
A. International Magazines
B. National Newspaper
C. Internet
D. All of the above
61. _____ means a customer understands the message.
A. Comprehension
B. Attention
C. Intention
D. Exposure
62. Role of PCI is
A. Auditing circulation of newspaper
B. Censoring Movies and Television Shows
C. Maintaining independence of newspapers
D. Determine profile of readers



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63. ASCI is a
- A. Government Body
 - B. Non- Government Body
 - C. Nothing can be said
 - D. Semi- Government Body
64. ABC stands for
- A. Advertising Bureau for Corporates
 - B. Auditors Bureau for Control
 - C. Audit Bureau of Circulation
 - D. All India Bureau of Communication
65. Giving U, A, U/A, S certification to movies is the role of
- A. NBFC
 - B. CCBF
 - C. CBFC
 - D. CBSE

Unit Two

66. SEM is usually_____.
- A. Organic
 - B. Paid
 - C. Free
 - D. Sponsored
67. _____ is a less regular schedule for advertising.
- A. Continuity
 - B. Pulsing
 - C. Flighting
 - D. Evaluation
68. _____ is concerned with the timing of putting the advertisement in the selected media.
- A. Scheduling
 - B. Targeting
 - C. Segmentation
 - D. Positioning



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69. _____ is usually a single, unfolded printed sheet that is used to draw attention to an event, service, product or idea.
- A. Flyer
 - B. Brochure
 - C. Magazine
 - D. Newspaper
70. _____ is also known as pamphlet, booklet, leaflet or handout.
- A. Poster
 - B. Brochure
 - C. Magazine
 - D. Newspaper
71. _____ is the exact number of people a company wants to advertise for.
- A. Reach
 - B. Frequency
 - C. Coverage
 - D. TRP
72. _____ must be identified before making the media strategy.
- A. Target market
 - B. Budget
 - C. Statistics
 - D. Scheduling
73. Timing of advertisement is particularly important when the product is _____.
- A. Competitive
 - B. Seasonal
 - C. Expensive
 - D. New in market
74. In radio advertising, _____ pattern is important.
- A. Listenership
 - B. Viewership
 - C. Flexible
 - D. Reach
75. _____ is when a fully functioning game is developed for the sole purpose of promoting a company or brand.
- A. Adver Gaming



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- B. Dynamic Ingame advertising
- C. Static Ingame advertising
- D. Contextual Ads

76. It is inconvenient to navigate on_____.

- A. Road
- B. Laptop
- C. Internet
- D. Mobile

77. _____ are new windows that appear in front of the website content.

- A. Pop up ads
- B. Banner ads
- C. Videos
- D. Display ads

78. _____ are like billboards but are digitalized/electric.

- A. Neon boards
- B. Posters
- C. Transit media
- D. Banner advertisement

79. _____ can be tailored according to the traveller's destination.

- A. In-flight ads
- B. Display ads
- C. Email ads
- D. In-game ads

80. Which audience is comprised of the educated and rich from the upper class of the society?

- A. Mass audience
- B. Specialized audience
- C. Elite audience
- D. Interactive audience

81. _____ means number of times a person would be exposed to the ad.

- A. Frequency
- B. Reach
- C. Coverage
- D. TRP



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82. The impact of a _____ ads are limited as they have only sound and have no support visual elements.
- A. Newspaper
 - B. Radio
 - C. Television
 - D. Internet
83. _____ advertising is also known as outdoor advertising.
- A. Display ads
 - B. Email advertising
 - C. Out Of Home
 - D. Mobile advertising
84. Social media advertisements can be done in following ways:
- A. Organic
 - B. Paid
 - C. Organic and Paid
 - D. Neither organic nor paid
85. Which of the following is NOT a social media platform?
- A. Facebook
 - B. Instagram
 - C. Mobile advertising
 - D. Twitter
86. _____ works based on keywords.
- A. Search engine marketing
 - B. Email advertising
 - C. Remarketing
 - D. In-game advertising
87. _____ advertising takes place within a store.
- A. Transit media
 - B. Billboards
 - C. In-store
 - D. Floating banners
88. _____ means fast forwarding the commercials while watching the recorded programs.



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- A. Zapping
- B. Zipping
- C. Frisking
- D. Pulsing

89. In _____ a wide variety of different media categories is employed to reach the target customers.

- A. Media Concentration approach
- B. Media Dispersion approach
- C. Remarketing
- D. Segmentation

90. _____ advertising is advertising directly at the retail location.

- A. Point of sale
- B. Posters
- C. Transit media
- D. Neon boards

91. _____ means consumers use the remote control devices and switch over to other channels when advertisements are played on a particular one.

- A. Zapping
- B. Zipping
- C. Frisking
- D. Pulsing

92. _____ is a form of Out Of Home advertising that displays advertisements in or on the outside of vehicles.

- A. Transit media
- B. Posters
- C. Neon boards
- D. Billboards

93. _____ are the exact people the company wants to reach out to.

- A. Secondary target audience
- B. Primary target audience
- C. Elite audience
- D. Mass audience

94. A _____ is a collection of articles on various topics.

- A. Magazine



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- B. Poster
- C. Flyer
- D. Brochure

95. _____ target market are relatively easier to reach out to.

- A. Secondary audience
- B. Elite audience
- C. Primary audience
- D. General audience

96. _____ is popular in rural areas.

- A. Posters
- B. Display ads
- C. Television
- D. Magazines

97. _____ have very low subscription cost.

- A. Magazines
- B. Internet
- C. Newspapers
- D. OTT

98. _____ refers to the geographic area the company wants to advertise?

- A. Reach
- B. Coverage
- C. Frequency
- D. Cumulative Frequency

99. What is the full form of PPC?

- A. Pay Per Click
- B. Pay Premium Click
- C. Pay Post Click
- D. Pay Prepaid Click

100. Which of the following is NOT a type of Gaming advertising?

- A. Adver Gaming
- B. Dynamic Ingame advertising
- C. Static Ingame advertising
- D. Contextual Ad



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101. Which one from the given options is a type of Interactive media?
A. Virtual reality
B. Newspaper
C. Magazine
D. Radio
102. Which one from the given options is a type of Interactive media?
A. Radio
B. Social media
C. Newspaper
D. Television
103. Which one from the given options is NOT a type of Interactive media?
A. Apps
B. Social media
C. Virtual reality
D. Billboards
104. Which one from the given options is a NOT type of Online advertising?
A. Email advertising
B. Neon boards
C. Social media ads
D. Video ads
105. Which one from the given options is a type of Online advertising?
A. Newsapaer
B. Social media ads
C. Neon boards
D. Posters
106. Which of the following is Traditional Out Of Home media form?
A. Salon advertising
B. Advertising on pizza boxes
C. Advertising on carry bags
D. Billboard
107. The full form of SEO is _____.
A. Search Engine Optimization
B. Specific Ecommerce Opinion
C. Social Engine Option



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D. Seen Email Online

108. In _____, firms concentrate their campaigns only on a few media types in order to reach their target consumers instead of using a wide variety of media types.

- A. Media Concentration approach
- B. Media Dispersion approach
- C. Remarketing
- D. Advertising

109. In-store displays could be placed within the stores in different ways like _____.

- A. Shopping cart panels
- B. Floor graphics
- C. Digital Screens
- D. All of the above

110. _____ oldest form of media.

- A. Radio
- B. Internet
- C. Magazines
- D. TV

111. _____ are usually smaller in size and much cheaper in pricing and are hugely popular in rural market.

- A. Posters
- B. Billboards
- C. Neon Boards
- D. Wall Painting

112. Which one from the given options is an advantage of mobile advertising?

- A. Broad reach
- B. Too diverse
- C. Privacy issues
- D. Difficult to navigate on phone

113. Which of the following options is a disadvantage of television?

- A. Creates deep impact
- B. Immensely popular
- C. Selective & flexible
- D. Zipping and Zapping



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114. Which of the given options is an advantage of television?
- A: Expensive
 - B. Limited attention
 - C. Zipping and Zapping
 - D. Mass communication media
115. _____ is a drawback of email advertising.
- A. Ethical and privacy concerns
 - B. Flexibility
 - C. Global reach
 - D. Better follow up
116. Which one from the given options is a disadvantage of Email advertising?
- A. Global reach
 - B. Flexibility
 - C. Low cost entry
 - D. Advertisement clutter
117. Which one from the given options is an advantage of Newspaper?
- A. Credible
 - B. Expensive and space
 - C. Short lifespan
 - D. Requires high literacy levels
118. Which one from the given options is a disadvantage of Newspaper?
- A. Cheap Media
 - B. Wide spread coverage
 - C. High Frequency
 - D. Requires high literacy level
119. Which of the given options is a drawback for Radio?
- A. Wide coverage
 - B. Lack of visual elements
 - C. Cost efficient
 - D. Reaches lower income people
120. _____ is one the challenges of internet advertising?
- A. Global reach
 - B. Measurable ROI
 - C. Slow internet



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D. Flexibility

121. Which one from the given options is an advantage of mobile advertising?
- A. Too diverse
 - B. Difficult to navigate on phone
 - C. Privacy issues
 - D. Convenient to use
122. Which one from the given options is a disadvantage of Mobile Advertising?
- A. Broad Reach
 - B. Convenient to use
 - C. Privacy issue
 - D. Easy to work with
123. Which one from the given options is a disadvantage of Magazine?
- A. Reaches to specialised group
 - B. High quality print
 - C. Limited reach and Frequency
 - D. Improve the reputation and image of the firm.
124. Which one from the given options is an advantage of Magazine?
- A. Limited reach and Frequency
 - B. High cost
 - C. High quality print
 - D. Limited Interaction and response from readers
125. Which one from the given options is an advantage of Out Of Home Media?
- A. Limited message capability
 - B. Less recall value
 - C. Geographic flexibility
 - D. Doubtful to provide action
126. Which one from the given options is a disadvantage of Out of Home media?
- A. Frequency
 - B. Creativity
 - C. Create awareness
 - D. Return on Investment cannot be easily measured.
127. Which one from the given options is an advantage of E-mail advertising?
- A. Technical problems



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- B. Viewing problems
- C. Advertisement clutter
- D. Specific customer targeting

128. Which from the options are not included in printed media?

- A. Newsletter
- B. Brochures
- C. Flyers
- D. Viral Messages on social media

Unit Three

129. Media budget is an estimate of a company's promotional _____ over a certain period of time.

- A. Expenditure
- B. Gain
- C. Income
- D. All of the above

130. The media budget is a _____ of a larger sales budget and within the marketing budget.

- A. Superset
- B. Subset
- C. combination
- D. None of the above

131. Money spent on advertising is considered as an _____ in building a business.

- A. Expense
- B. Income
- C. Investment
- D. All of the above

132. Media buying is essentially the act of acquiring real estate where _____ may be placed.

- A. Products
- B. Advertisements
- C. Slogans
- D. Complaints



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133. The process of purchasing media placements to advertise on television, in publication on radio, websites or with digital signage is known as _____.

- A. Median Planning
- B. Advertising
- C. Media buying
- D. Medium selection

134. A media buyer is responsible for the placement and the negotiation of price for all advertisements on radio, television, print and _____ media.

- A. Print
- B. Virtual
- C. Holographic
- D. None of the above

135. _____ is a process of measuring a businesses' performance against competitors and industry standards?

- A. Comparing
- B. Benchmarking
- C. Scaling.
- D. Segregating

136. Which of the following are steps of media buying

- A. Environment analysis
- B. Benchmarking
- C. Deal Management
- D. All of the above

137. FMCG products are _____?

- A. Seasonal
- B. Some seasonality
- C. No seasonality
- D. Never sold

138. Sales pattern, Purchase cycle, product availability, competitive activity, marketing task, budget constraints and target group are affected by media _____

- A. Buying
- B. Scheduling
- C. Planning
- D None of the above



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139. _____ is the process of measuring business's performance against competitors and industry standards
- A. Researching
 - B. Benchmarking
 - C. Researching
 - D. All of the above
140. The process of purchasing media placement to advertise on television, in publication on the radio, websites or with digital signage is known as media _____
- A. Buying g
 - B. Planning
 - C. Research h
 - D. Design
141. _____ is considered while framing media budget
- A. Coverage
 - B. Market dominance
 - C. Media cost
 - D. All of the above.
142. A budget should not go beyond the _____
- A. Sales turnover
 - B. Marketing goal
 - C. Environment
 - D. None of the above
143. _____ is essential in the media buying process
- A. Environmental analysis
 - B. Benchmarking
 - C. Deal management
 - D. All of the above
144. Media buying is an _____
- A. Art and Science
 - B. Mathematics
 - C. History
 - D. All of the above
145. _____ are negotiating strategies for media buying



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- A. Cutting the competitors
- B. Striking back with data approach
- C. Downplay budget
- D. All of the above

146.. Using power point, stating reasons for channel choice and maintaining priorities are essential for planning a presentation for _____

- 19. A. Media buying
- B. Media creation
- C. Media Scheduling
- D. None of the above

147. Company's general and advertising objectives are a _____ in media selection

- A. Prime consideration
- B. Nuisance
- C. Non-essential
- D. None of the above

148. Cost of media and company's financial position _____ when it comes to selecting a media channel

- A. Does not play an important role
- B. Plays an important role
- C. May play an important role
- D. All of the above

149. It is essential to select media that will reach _____ number of people

- A. Maximum
- B. Minimum
- C. None
- D. None of the above

150. Television is the most _____ medium of all

- A. Cheapest
- B. Expensive
- C. Free
- D. All of the above

150. _____ implies the number of times within a specific time period an average person is exposed to the message by a specific medium

- A. Frequency



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- B. Continuity
- C. Reach
- D. Peoplemeter

151. _____ of medium matters in media buying

- A. Credibility
- B. Objectives of the firm
- C. Cost of media
- D. All of the above

152. Company's past experience can be an _____ to decide on advertising media

- A. Vehicle
- B. Instrument
- C. objective
- D. None of the above

153. Scheduling refers to the _____ of times in which the advertisements is going to run

- A. Pattern
- B. Length
- C. Loop
- D. None of the above

154. _____ is a media scheduling patter

- A. Continuity
- B. Flighting
- C. Pulsing
- D. All of the above

155. Flighting media scheduling is _____?

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

156. In _____ the ad is carried out 2+ times?

- A. Day or day part
- B. Teaser
- C. Multiple spotting
- D. Road blocks

157. A leader brand has to spend _____ on advertising compared to a new brand



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- A. More
- B. less
- C. None
- D. No need for advertising

158. Products with no seasonality and that are bought frequently need to be advertised

- _____
- A. Throughout the year
 - B. Once a year
 - C. Only during a specific season
 - D Never

159. A media _____ is responsible for the placement of price for all advertisements on radio, television, print and digital

- A. Buyer
- B. Broker
- C. Advisor
- C. Audience

160. _____ is usually an informal document which ensures the knowledge of all critical elements of media strategy

- A. Memorandum
- B. Agreement copy
- C. Buying brief
- D. Diary

161. Circulation is the same as _____ in media buying

- A. Peplemeter
- B. Coverage
- C. Stickness Index
- D. Frequency

162. Flighting is also called as _____

- A. Bursting
- B. Continuity
- C. Pulsing
- D. None of the above

163. Day or day part scheduling is normally adopted by _____

- A. Start ups



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- B. Follower brands
- C. Leader brands
- D. None of the above

164. When an ad gets aired across all channels at the same time it is called _____

- A. Multiple spotting
- B. Road block
- C. Teaser
- D. None of the above

165. When one or more creative units are aired before the main campaign without the brand actually being mentioned is called a _____ ad.

- A. Teaser
- B. Road block
- C. Multiple spotting
- D. None of the above

166. _____ type of retailer has the highest advertising -to-sales ratio

- A. Convenience store
- B. Furniture store
- C. Grocery store
- D. Jewellery store

167. _____ method is an approach that aims to keep things as they are

- A. Marginal analysis
- B. Inflation adjusted
- C. SOV SOM
- D. Status Quo

168. A graphical representation of media schedule information is called

- A. Media flowchart
- B. Media plan
- C. Media objective
- D. Time table

169. The full form of SOV is _____

- A. Share of video
- B. Share of voice
- C. Share of volume
- D. None of the above



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170. GRP stands for _____

- A. Gross Rating Plan
- B. Gross Rating Point
- C. Gross Rating Product
- D. Gross Rating Process

171. Carrot stick approach is a _____ strategy

- A. Negotiation
- B. Fighting
- C. Researching
- D. Continuous

172. _____ is a media Class

- A. Television
- B. Paper plane
- C. Water bottle
- D. None of the above

173. _____ methods is used to set media budget

- A. Status Quo
- B. Inflation adjustment
- C. Yardstick
- D. All of the above

174. _____ involves allocating advertising expenditure and frequency in relation to season or broad picture of business

- A. Macro scheduling
- B. Micro scheduling
- C. Negotiation strategy
- D. Pulsing Strategy

175. In case of advertisements related to financial investments, the best and value for money medium would be _____

- A. Financial newspaper
- B. Kids TV channel
- C. Story books
- D. Television



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176. _____ SOM stands for

- A. Share of Market
- B. Share of media
- C. Share of Maker
- D. Share of Mind

177. A-S Ratio stands for

- A. American Scandinavian ratio
- B. Advertising Sales ratio
- C. Actual Sales ration
- D. None of the above

178. _____ is a benefit of determining a media budget

- A. Better planning and control
- B. Incorporating Changes
- C. Tool for decision making
- D. All of the above

179. Media selection and scheduling decisions associated with delivering advertising constitutes a _____

- A. Media kit
- B. Media Weight
- C. Problem solving equation
- D. Media plan

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

- A. A payment received for each action
- B. A percentage of impression that result in clicks
- C. A percentage of households turned to TV.
- D. The relative average cost to reach one thousand people.

181. _____ method of establishing an overall promotional budget relies on previous budget in the allocations of fund.

- A. Incremental method
- B. Percentage of sales
- C. Competitive party method
- D. All you can afford method

182. _____ affects scheduling pattern



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- A. Sales Pattern
- B. Purchase cycle
- C. Product availability
- D. All of the above

183. Advertisements for toys is best on _____

- A. Cartoon channels
- B. HBO
- C. Discovery channel
- D. Sony Tv

184. Car related advertisements is best in _____

- A. Car magazines
- B. Vogue
- C. Forbes
- D. None of the above

185. _____ is an element of buying brief

- A. Target audience
- B. The advertising strategy
- C. Markets to be targeted
- D. All of the above

186. _____ comes under planning presentation

- A. Use of power point
- B. Frequency
- C. Benchmarking
- D. Reach

187. _____ are criteria's in media buying

- A. Reach and exposure to message
- B. Types of buyer
- C. Past experience
- D. Frequency

188. TRP stands for _____

- A. Television rating points
- B. Television ringing points
- C. Television rhyming points
- D. Television readership points



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189. OOH stands for _____

- A. Out of hour
- B. Out of home
- C. Out of height
- D. None of the above

190. _____ advertisement is seen in an aircraft

- A. Inflight
- B. Transit
- C. OOH
- D. Digital

Unit Four

191) _____ is a unit of audience measurement, commonly used in the audio-visual media, based on reach or coverage of an ad.

- A. TRP
- B. GRP
- C. SOV
- D. SOM

192. _____ is each advertiser's GRP expressed as a percentage of the total GRPs of all the advertisers belonging to a specific product/service category

- A. Metrics
- B. GRP
- C. SOV
- D. SOM

193. Circulation is compared against _____

- A. No. of Copies Sold
- B. Viewership
- C. Audienceship
- D. None of them.

194. There is only one _____ for every program

- A. Main sponsor
- B. Associate sponsor
- C. Sponsor
- D. None of the above

195. Effective rate is the total cost for the program or channel divided by _____



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- A. Total secondage
B. Total unit
C. Total numbers.
D. None of them
196. _____ Is the best way to overcome the disadvantage of effective rate as a measure is to move the focus from what we buy to what it gives.
A. GROUP
B. CPRP
C. TRP
D. None of the above
197. _____ Buys is sold in 10 second unit just like in television
A. Outdoor
B. Radio
C. Print
D. None of them
198. Media Measurement measures how the audience actually consumes the _____
A. Information
B. Media utilisation
C. Media communication
D. None of the above
199. _____ is expressed as a percentage.
A. Frequency
B. Reach
C. AOTS
D. None of the above
200. _____ distribution shows the number of people who saw the ad exactly once or twice or thrice etc.
A. Discrete
B. Cumulative
C. Combined
D. None of the above
201. _____ help the brand to build a uniqueness in the cluttered environment
A. Innovation



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- B. Solution selling
C. Positioning
D. None of the above
202. _____ site is a website on the mobile and advertising should be on basis of impression it form of banners viewed
A. SMS
B. WAP
C. CPM
D. None of the above
203. _____ can have a dramatic effect on the viewing of the ad
A. Positioning
B. Combination deal
C. Growth incentives
D. None of the above
204. _____ is one of the most important terms in media planning for all types of media.
A. TRP
B. Reach
C. Frequency
D. None of the above
205. _____ means focusing on a particular city or state.
A. Geo-targeting
B. Peplemeter
C. TRP
D. None of the above
206. Media planner uses _____ because it represents the total number of people exposed to the marketing communication
A. Frequency
B. Reach
C. WAP
D. None of the above
207. _____ measures the accumulation of audience over time.
A. Reach
B. Diary system



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C. TRP

D. Stickiness Index

208. _____ is a metric indicating the degree to which the program is viewed repeatedly.

A. Stickiness Index

B. TRP

C. Diary system

D. None of the above

209. _____ data is collected on a seconds level but reported on a minutes level.

A. Peplemeter

B. Viewership

C. Diary system

D. None of the above

210. _____ measures how the audience actually consumers the media communication.

A. Media measurement

B. Diary system

C. Circulation

D. Share

211. One major limitation of diary system was that it is completely dependent on the _____ owner

A. Television

B. Radio

C. Newspaper

D. Magazine

212. _____ tell you the amount required to be spent on order to reach the desired audience on various media platforms

A. CPRP (cost per gross rating point)

B. TRP

C. CPL

D. SEM

213. _____ uses census information to determine the survey area and calculate their radio rating

A. ARR (Arbitron Radio Rating)



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- B. TRP
- C. CPM
- D. SEM

214. A ____ is a document provided by a newspaper or other print publication featuring the organization's rate for advertising

- A. Rate card
- B. TRP
- C. Data Card
- D. CPT

27) ____ can have a dramatic effect on the viewing of the ad

- A. Position
- B. Innovation
- C. Solution selling
- D. None of the above

215. A ____ is a brand's or group of brand's advertising weight expressed as a percentage of a defined total market or market segment in a given time period

- A. Share of mind
- B. Share of voice
- C. Gross impression
- D. None of the above

216. ____ is the a degree to which a particular brand is associated with the general product category

- A. Share of voice
- B. Share of mind
- C. Gross imprisons
- D. None of the above

217. ____ helps select programme for spot advertising

- A. TRP
- B. CPM
- C. PPA
- D. SEM

218. ____ indicates most and least viewed programmes

- A. TVR
- B. SMS



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- C. WAP
- D. CPM

219. _____ measures consumer behaviour in TV viewing.

- A. TAM
- B. WAP
- C. SMS
- D. None of the above

220. Claimed readers are _____ creators for the publication.

- A. Demand
- B. Supply
- C. WAP
- D. SMS

221. _____ is the total number of potential exposure

- A. Share of mind
- B. Gross impression
- C. Share of voice
- D. None of the above

222. _____ is helpful in giving us an idea of audience skews, or preference

- A. Share
- B. Selectivity index
- C. Profile
- D. None of the above

223. _____ quantify impressions of a campaign as a percentage of population reached

- A. GRP
- B. TRP
- C. WAP
- D. SMS

224. _____ is basically the amount of secondage or airtime we get for the money paid

- A. TRP
- B. Effective rate
- C. Bonus percentage
- D. None of the above



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225. _____ is the most sophisticated medium when it comes to tracking users
- A. Internet
 - B. Newspaper
 - C. Television
 - D. Radio
226. _____ secondage can be used later within a specific period of time
- A. Free
 - B. Bonus
 - C. Paid
 - D. None of the above
227. _____ advertising is a type of advertising where a company pays to be associated with a specific event
- A. TV
 - B. Sponsorship
 - C. Newspaper
 - D. Radio
228. Basic metrics are _____ assessment
- A. Quantitative
 - B. Qualitative
 - C. Numerical
 - D. None of the above
229. Cumulative reach and unduplicated audience are _____
- A. Synonyms
 - B. Opposites
 - C. Conflicting
 - D. None of the above
230. _____ include the people who saw the ad once or more time
- A. Reach
 - B. Frequency
 - C. Discreet
 - D. None of the above
231. TV viewership in India had _____
- A. Increased



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- B. Decreased
- C. Multiplied
- D. None of the above

232. _____ is the feedback of viewers on different TV programmes

- A. TVR
- B. TRP
- C. TAM
- D. None of the above

233. Viewership gets _____ at minute

- A. Evaluated
- B. Computed
- C. Discounted
- D. None of the above

234. Reach of newspaper is seen through _____

- A. Readership
- B. Distribution
- C. Circulation
- D. None of the above

235. Newspaper readership is _____

- A. Compulsion
- B. Habitual
- C. Haphazard
- D. None of the above

236. Solus reader are _____ to the publication

- A. Disloyal
- B. Loyal
- C. Indifferent
- D. None of the above

237. _____ media reaches to the difficult to reach customers

- A. Print
- B. Out of home
- C. Cinema
- D. None of the above



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238. _____ uses external comparisons
- A. Traffic
 - B. Print
 - C. Benchmarking
 - D. None of the above
239. _____ tells us about the domination of time slot
- A. Share
 - B. Profile
 - C. Metrics
 - D. None of the above
240. Gross Impression is numerical sum of every ad _____
- A. Evaluation
 - B. Projection
 - C. Exposure
 - D. None of the above
241. Card rates are _____
- A. Uniform
 - B. Non uniform
 - C. Fixed
 - D. None of the above
242. Costly brands enjoy higher _____
- A. Visibility
 - B. Patronage
 - C. Screening
 - D. None of the above
243. _____ measures the accumulation of audience overtime
- A. Frequency
 - B. Reach
 - C. Peplemeter
 - D. Stickiness Index
244. _____ represent the number of people listening to a station during any given fifteen minute period
- A. Average Quarter Hour (AQH)
 - B. Cume



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- C. HUT
- D. Arbitron Radio Rating (ARR)

245. ____ is a tool provided to judge which programmes are viewed the most on television.

- A. SMS
- B. TRP
- C. SOM
- D. WAP

246. ____ is the percentage of target audience in a particular market who have viewed the TV program for a specific time period

- A. WAP
- B. SOM
- C. TVR
- D. None of the above

247. ____ is the number of vehicles and pedestrians that pass a billboard per day

- A. VAC (Visually Adjusted Contact)
- B. DEC (Daily Effective Circulation)
- C. OTC (Opportunity to contact)
- D. None of the above