

Media Planning and management
TYBMS SEM VI Marketing

Unit 1	
1.	Which of the following is not the feature of media? (a) Heterogeneity (b) Press media (c) Application (d) Selection of media
Ans	(d) Selection of media
2.	Which of the following is scope of media planning (a) Target Audience (b) Advising client (c) Persuasion (d) Suitability
Ans	(a) Target Audience
3.	Media is a/an _____ term. (a) Raincoat (b) Umbrella (c) Box (d) Satellite
Ans	(b) Umbrella
4.	Media planning is the process of achieving _____ objectives (a) Advertising (b) Sales (c) Marketing (d) Production
Ans	(a) Advertising
5.	_____ refers to the percentage of a target audience that has an opportunity for exposure to a campaign (a) Scheduling (b) Budget (c) Reach (d) Frequency
Ans	(c) Reach
6.	_____ Refers to the number of times an individual in a target audience is exposed to a campaign. (a) Scheduling (b) Budget (c) Reach (d) Frequency
Ans	(d) frequency
7.	Which of the following is the first step in media planning process? (a) Establishing media objective (b) Market analysis (c) Determining media strategies (d) Implementation of media plan
Ans	(b) market analysis
8.	Which of the following is not the role of media planner?

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	<ul style="list-style-type: none"> (a) Budget allocation (b) Research and analysis (c) Display advertising (d) Assessing campaigns
Ans	(c) display advertising
9.	<p>Which of the following is a law protecting society and consumers?</p> <ul style="list-style-type: none"> (a) Standards of weights and measurement act (b) The press council act (c) The drugs and cosmetics act (d) The transplantation of human organs act
Ans	(a) standards of weights and measurement act
10.	<p>Which of the following is importance of media research?</p> <ul style="list-style-type: none"> (a) Budget planning (b) Media availability (c) Viewers profile (d) Talent hunt
Ans	(C) viewers profile
11.	<p>ABC in media stands for</p> <ul style="list-style-type: none"> (a) Accounting bureau of circulation (b) Accounting board of circulation (c) Audit board of circulation (d) Audit bureau of circulation
Ans	(d) audit bureau of circulation
12.	<p>ABC publish the reports in which of the following media?</p> <ul style="list-style-type: none"> (a) Radio (b) Print (c) Television (d) Outdoor
Ans	(b) Print
13.	<p>TRP stands for</p> <ul style="list-style-type: none"> (a) Television rating Programme (b) Television rating points (c) Telegram rating points (d) Television ranking points
Ans	(b) Television rating points
14.	<p>Broadcast audience research council (BARC) is associated with</p> <ul style="list-style-type: none"> (a) Indian readership survey (b) Businessman's readership survey (c) National television study (d) CIB listenership
Ans	(c) national television study
15.	<p>According to IRS report which English newspaper is the leading newspaper in India</p> <ul style="list-style-type: none"> (a) The economic times (b) DNA (c) Hindustan times (d) Times of India

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Ans	(d) Times of India
16.	According to BARC report which movie channel is number one in India in 2019? (a) Zee cinema (b) Star gold (c) Set max (d) UTV action
Ans	(b) Star gold
17.	_____ describes what you want the media plan to accomplish (a) Media objective (b) Media analysis (c) Media mix (d) Media strategy
Ans	(a) media objective
18.	Media _____ is a primary goal of advertising media planning and buying. (a) Flexibility (b) Expansion (c) Frequency (d) Efficiency
Ans	(d) Efficiency
19.	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
Ans	(c) understand and use media
20.	_____ In advertising is a series of decision involving the delivery of message to the targeted audience. (a) Market analysis (b) Media objective (c) Media planning (d) Media strategy
Ans	(c) media planning
21.	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
Ans	(d) classification
22.	Media planning process ends with (a) Implementation of media plan (b) Evaluation and follow up (c) Issue of advertisement (d) Settling payment
Ans	(b) evaluation and follow up

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23.	_____ refers to selecting the best combination of media vehicles, non-traditional media and marketing communication tools to reach the targeted audience. (a) Media plan (b) Media strategy (c) Media mix (d) Media buying
Ans	(c) Media mix
24.	Which of the following is not the type of media in media mix decision (a) Owned media (b) Paid media (c) Earned medias (d) Controlled media
Ans	(d) controlled media
25.	Which of the following is not the media scheduling strategy? (a) Bursting strategy (b) Pulsing strategy (c) Bottom up strategy (d) Flighting strategy
Ans	(c) bottom up strategy
26.	_____ Strategy refers to the number of prospects who are reached by more than one media. (a) Duplication (b) Gross audience (c) Bottom up (d) Teaser step up
Ans	(a) duplication
27.	_____ Advertising is that target flyers & potential consumers abroad on airline. (a) Airline (b) In flight (c) Flyers (d) Airplane
Ans	(b) In flight
28.	Which of the following is an emerging media vehicle? (a) Newspaper (b) Radio (c) Magazine (d) Gaming
Ans	(d) gaming
29.	An effective media strategy requires a degree of _____. (a) Continuity (b) Media mix (c) Flexibility (d) Discontinuous
Ans	(c) flexibility
30.	_____, covers two broad decisions; selection of media class and selection of media vehicle.

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	<ul style="list-style-type: none"> (a) Media mix (b) Media strategy (c) Media objective (d) Media selection
Ans	(d) media selection
31.	<p>The average magazine draws half of its revenue from _____ and half from circulation.</p> <ul style="list-style-type: none"> (a) Marketing (b) Audience (c) Subscribers (d) Advertising
Ans	(d) advertising
32.	<p>_____ is highly negotiable medium when it comes to pricing.</p> <ul style="list-style-type: none"> (a) Newspaper (b) Radio (c) Television (d) Internet
Ans	(b) radio
33.	<p>Companies are exploring the _____ for communicating their advertising message because of its several attractive feature and advantages.</p> <ul style="list-style-type: none"> (a) Television (b) Newspaper (c) Radio (d) New media
Ans	(d) new media
34.	<p>A large amount of _____ advertising is for retailers, local businesses used for promotions.</p> <ul style="list-style-type: none"> (a) Newspaper (b) Magazines (c) Radio (d) Television
Ans	(c) radio
35.	<p>The advertising industry is passing through a transition phase with the emergence of the media.</p> <ul style="list-style-type: none"> (a) Television (b) Online (c) Interactive (d) Information
Ans	(b) online
36.	<p>New media (emerging media) is very cost effective and</p> <ul style="list-style-type: none"> (a) Reliable (b) Required (c) Resourceful (d) Result oriented
Ans	(d) result oriented
37.	<p>The _____ is the biggest possible medium and has the quickest and the deepest reach throughout the globe.</p>

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	<ul style="list-style-type: none"> (a) Web (b) TV (c) Radio (d) Outdoor
Ans	(a) Web
38.	<p>Digital technology is changing the way _____ relate to products and markets.</p> <ul style="list-style-type: none"> (a) Manufacturers (b) Consumers (c) Dealers (d) Industry
Ans	(b) consumers
39.	<p>Advertising in local trains is an example of</p> <ul style="list-style-type: none"> (a) Print advertising (b) Transit advertising (c) Radio advertising (d) Audio advertising
Ans	(b) transit advertising
40.	<p>Few years back _____ were best suited for local ads</p> <ul style="list-style-type: none"> (a) Television (b) Online (c) Yellow pages (d) Outdoor
Ans	(c) yellow pages
41.	<p>Continuous audio presentation is an example of</p> <ul style="list-style-type: none"> (a) e-Radio (b) Radio (c) Television (d) Online advertising
Ans	(a) e-Radio
42.	<p>Brand safety is about</p> <ul style="list-style-type: none"> (a) Protecting consumer (b) Protecting supplier (c) Protecting manufacturer (d) Protecting advertiser
Ans	(d) protecting advertiser
43.	<p>Skywriting is an example of</p> <ul style="list-style-type: none"> (a) Out of home advertising (b) Print advertising (c) Newspaper advertising (d) Magazine advertising
Ans	(a) out of home advertising
44.	<p>Interactive media mainly tries to</p> <ul style="list-style-type: none"> (a) Sell the product (b) Advertise the product (c) Understand the audience (d) Implement new technology

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Ans	(c) understand the audience
45.	A man with two posters hang on his both sides is known as (a) Advertiser man (b) Banner man (c) Pamphlet man (d) Sandwich man
Ans	(d) sandwich man
Unit III	
46.	Which of the following factor is NOT supposed to be considered while framing a budget? (a) Market coverage (b) Media cost (c) Pricing (d) Status quo
Ans	(d) status quo
47.	Which of the following method is NOT used while setting media budget? (a) Inflation adjusted (b) Share of market (c) Market task (d) Status Quo
Ans	(c) market task
48.	Media _____ refers to the pattern of timing of an advertising which is represented as plots on a flowchart on a yearly basis. (a) Scheduling (b) Budgeting (c) Buying (d) Planning
Ans	(a) scheduling
49.	Yardstick method is based on (a) Negotiations (b) Brand positioning (c) Past revenue & profits (d) Percentage of population reached
Ans	(c) past revenue & profits
50.	Flighting strategy refers to (a) Continuous advertising (b) On & off advertising (c) Heavy advertising (d) No advertisement
Ans	(b) on & off advertising
51.	Print post buy is about (a) Newspaper circulation (b) Banner printing (c) Flyer inserted (d) Pamphlet distributed
Ans	(a) newspaper circulation
52.	Ad agencies offer _____ rate & deals to all clients.

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	(a) Different (b) Uniform (c) Higher (d) Marginal
Ans	(a) different
53.	_____ Is a gross profit above cost. (a) Mark down (b) Mark up (c) Rate down (d) Rate up
Ans	(b) mark up
54.	Readership data determines ad booking _____ media. (a) Radio (b) Television (c) Online (d) Print
Ans	(d) print
55.	_____ Relates to create & build excitement & intersection in a product without showing it. (a) Roadblock (b) Teaser (c) Trailer (d) Advertisement
Ans	(b) teaser
56.	_____ Refers to an ad buy by which all ads on the page or channels are dedicated to the advertiser. (a) Pulsing (b) Teaser (c) Multiple spotting (d) Roadblock
Ans	(d) roadblock
57.	Which of the scheduling pattern id best suited for seasonal products or services (a) Continuity (b) Flighting (c) Bursting (d) Pulsing
Ans	(b) flighting
58.	Selectivity index deals with which particular media vehicle (a) Television (b) Print (c) Radio (d) Outdoor
Ans	(a) television
59.	The implementation of media plan requires (a) Media slot (b) Media mix

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	(c) Media buying (d) Media selection
Ans	(c) media buying
60.	Media buying refers to buying _____ in the selected media. (a) Slot (b) Space (c) Vehicle (d) Time and space
Ans	(d) time and space
61.	Scheduling in _____ can help avoid the irritation factor and can keep an advertising campaign fresher for a longer time. (a) Continuity (b) Random (c) Waves (d) Avails
Ans	(c) waves
62.	The _____ should be the formal summation of the advertising task that the media planner will take on a solution. (a) Media brief (b) Media expansion (c) Media buying (d) Media selling
Ans	(a) media brief
63.	Client feedback comes in (a) Pre campaign evaluation (b) During campaign evaluation (c) Post campaign evaluation (d) Post advertising evaluation
Ans	(c) post campaign evaluation
64.	Placing more than one ad in same Programme is known as (a) Same spotting (b) Multiple spotting (c) Different spotting (d) Unique spotting
Ans	(b) multiple spotting
65.	Which of the media vehicle from following is the costliest media buy? (a) Radio (b) Newspaper (c) Magazine (d) Television
Ans	(d) television
Unit IV	
66.	Basic metrics include (a) Traffic (b) Reach (c) Visibility

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	(d) Patronage
Ans	(b) reach
67.	Mobile buys include (a) Audience preference (b) Social media presence (c) Viral marketing (d) No. of applications used
Ans	(c) viral marketing
68.	Readership survey is about (a) Literacy and circulation (b) Average issue readership (c) Quality of audience (d) Audience preference
Ans	(a) literacy and circulation
69.	Placing your brand in movie is also known as (a) Movie buys (b) Outdoor buys (c) Entertainment buys (d) Cinema buys
Ans	(d) cinema buys
70.	Discount on a rate card is a term used in (a) Radio (b) Print (c) Television (d) Outdoor
Ans	(b) print
71.	Cumulative reach is also known as (a) Unduplicated audience (b) Duplicated audience (c) Unduplicated viewers (d) Duplicated viewers
Ans	(a) unduplicated audience
72.	Peplemeter is (a) CCTV installed at home to track viewers (b) Box attached to satellite antenna (c) Box attached to television set (d) Glasses people wear while watching television
Ans	(c) box attached to television set
73.	Which of the following is not the type of TRP report (a) TRP weekly report (b) TRP monthly report (c) Special reports (d) Frequency monitoring
Ans	(d) frequency monitoring
74.	OOH media is an abbreviation of (a) Outside of home

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	(b) Out of house (c) Out of hall (d) Out of home
Ans	(d) out of home
75.	Which of the following is NOT the term associated with print media buying (a) Rate card (b) TRP (c) Circulation (d) Frequency
Ans	(b) TRP
76.	Consumer profile in media deals with (a) Quality of audience (b) Quantity of audience (c) Consumer history (d) Sales history
Ans	(a) quality of audience
77.	Pass along readership means (a) Many newspapers read by one (b) One newspaper read by one (c) One newspaper read by many (d) Many newspapers read by many
Ans	(c) one newspaper read by many
78.	Which of the following is NOT the media measurement metrics (a) Basic metrics (b) Benchmarking metrics (c) Plan metrics (d) Advertising metrics
Ans	(d) advertising metrics
79.	Cost per rating point (CPRP) is a term used for the evaluation of (a) Television (b) Print (c) Radio (d) Online
Ans	(a) television
80.	Which of the following company is involved majorly in media research and measurement? (a) Ogilvy (b) DDB mudra (c) AC Nielsen (d) Lowe Lintas
Ans	(c) AC Nielsen
81.	Effective frequency is the _____ number of times that the ads are exposed to the consumers. (a) Maximum (b) Minimum (c) Highest (d) Lowest

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Ans	(b) minimum
82.	TV viewership in India has (a) Increased (b) Decreased (c) Multiplied (d) Getting scattered
Ans	(c) multiplied
83.	_____ Is a way of describing audience based on factors such as age, gender, education level, town class, income etc. (a) Demographics (b) Psycho graphics (c) Socio economic (d) Infographics
Ans	(a) demographics
84.	Advertising media do not happen in vacuum; they must be part of the overall _____ and advertising plan. (a) Marketing (b) Media (c) Corporate (d) Campaign
Ans	(a) marketing
85.	Advertisers use many factors other than the _____ in their media analysis and plans. (a) Activities (b) Audience (c) Attributes (d) Influential
Ans	(b) audience