1. ----------------- in advertising. is a series of decisions involvin g the delivery of message to the targeted audience.
	1. Market Analysis
	2. Media Objective
	3. Media Planning
	4. Media Strategy

ANSWER: C

# Every media plan begins with the--------------

* 1. media objective
	2. market analysis
	3. mediamix
	4. media strategy

ANSWER: B

1. The --------------- of target audience help s media planner to understand the media consumption habbits, and accordingly choose the most appropriate media mix.
	1. analysis
	2. identification
	3. selection
	4. classification

ANSWER: D

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

* 1. Media Objective
	2. Media analysis
	3. Mediamix
	4. Media strategy

ANSWER: A

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

* 1. Frequency
	2. Reach
	3. CPM
	4. CPP

ANSWER: B

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

A. Frequency

B. Reach

C. Continuity

D. CPM

ANSWER :A

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

A. continuity

B. mediamix

C. flexibility

D. discontinuous

ANSWER: C

8. ------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

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

A. Media slot

B. Mediamix

C. Media buying

D. Media selection

ANSWER C

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

A. slot

B. space

C. vehicle

D. time and space

ANSWER: D