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