

Question Bank On Media Planning and Management with Answers

1. 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

2. Good media criticism should always
 - a. Reveal negative aspects of media
 - b. **Offer analysis based on reason**
 - c. Warn us that ads sell us things we don't need
 - d. Condemn our emotional reactions to media

3. In media studies "converging" refers to the coming together of
 - a. Two or more people, in public
 - b. Different professional ideas about media
 - c. **Computer, telephone, and mass media technologies**
 - d. Mass media and mass communication

4. Economies of scale save a company money because they enable the company to
 - a. Make a large variety of products
 - b. **Make many copies of a product**
 - c. Scale down the size of their products
 - d. Charge higher prices than their competitors

5. In terms of media/government relationships in the world today, the media in most countries are
 - a. Government owned and operated
 - b. Privately owned and government controlled
 - c. Privately owned and free from government control
 - d. **Mixed in terms of government and private ownership and control**

6. What is ABC?
 - a. American business circle
 - b. American business corporation
 - c. **Audit Bureau of circulation**
 - d. None

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7. A person (or group) who has control over what information is disseminated to the audience is known as:
 - a. **Newscaster**
 - b. Reporter
 - c. Regulator
 - d. Gatekeeper

8. The news of important public events appearing in the front sections of a newspaper, is called:
 - a. Soft-news
 - b. **Hard-news**
 - c. Feature News
 - d. Investigative news

9. The famous communication Model SMCRE was devised by:
 - a. **Schramm**
 - b. Roger
 - c. Lasswell
 - d. Osgood
10. The communication based on purchased time or space is called:
 - a. Propaganda
 - b. Publicity
 - c. Advertising
 - d. None of these

11. UPI is the abbreviation of:
 - a. United Press of India
 - b. United Press of Indonesia
 - c. **United Press International**
 - d. None of these

12. Communication without words:
 - a. Mass communication
 - b. Visual Communication
 - c. **Non-Verbal communication**
 - d. None of these

13. OB stands for:
 - a. **Outside Broadcast**
 - b. Outdoor Broadcast
 - c. Official Beat
 - d. None of these

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14. The Internet is:

- a. An integral part of the Information Superhighway
- b. An indirect product of the Cold War
- c. A global network of interconnected computers
- d. All of the above**

15. ----- in advertising. is a series of decisions involving the delivery of message to the targeted audience.

- a. Market Analysis
- b. Media Objective
- c. Media Planning
- d. Media Strategy

ANSWER: C

16. Every media plan begins with the-----

- a. media objective
- b. market analysis
- c. mediamix
- d. media strategy

ANSWER: B

17. 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

ANSWER: D

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

- A) Media Objective
- B) Media analysis
- C) Mediamix
- D) Media strategy

ANSWER: A

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

- A) Frequency
- B) Reach
- C) CPM
- D) CPP

ANSWER: B

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20. -----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

21. An effective media strategy requires a degree of ----- _

- A. continuity
- B. mediamix
- C. flexibility
- D. discontinuous

ANSWER: C

22. -----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

23. The implementation of media plan requires ----- _

- A. Media slot
- B. Mediamix
- C. Media buying
- D. Media selection

ANSWER C

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

- A. slot
- B. space
- C. vehicle
- D. time and space

ANSWER: D

25.is a way of describing audience based on factors such as age, gender, education level, town class, income etc.

- A. Demographic
- B. Psycho graphic
- C. Socio-economic
- D. infographics

answer a

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26. ----- is away of describing audience based on the their life style, attitudes, aspirations, habits etc.

- A. Demographics
- B. Psycho graphics
- C. Socio-economic
- D. Infographics

ANSWER B

27. Media----- is a primary goal of advertising media planning and media buying.

- A. frequency
- B. efficiency
- C. flexibility
- D. reach

ANSWER: B

28. 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

ANSWE-R: C

29. A magazine ----- starts with its circulation and grows as original readers pass an issue along to other readers.

- A. sub scribe
- B. reader
- C. audience
- D. publisher

ANSWER: C

30. The average magazine draws half of its revenue from -----and half from circulation.

- A. marketing
- B. audience
- C. subscribers
- D. advertising

ANSWER: D

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31. ----- is a highly negotiable medium when it comes to pricing.

- A. News paper
- B. Radio
- C. Television
- D. Internet

ANSWER: B

32. A large amount of ----- advertising is for retailers, local businesses used for promotions.

- A. newspaper
- B. magazines
- C. radio
- D. television

ANSWER: C

33. The ----- should be the formal summation of the advertising task that the media planner will take on to a solution.

- A. media brief
- B. media expansion
- C. media buying
- D. media selling

ANSWER A

34. Companies are exploring the ----- for communicating their advertising message because of its several attractive features and advantages.

- A. television
- B. newspaper
- C. radio
- D. new media

ANSWER D

35. The advertising industry is passing through a transition phase with the emergence of the ----- media.

- A. television

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- B. online
- C. interactive
- D. information

ANSWER B

36. New media is very cost-effective when compared to the traditional media and is highly-----

- A. reliable
- B. required
- C. resourceful
- D. result-oriented

ANSWER D

37. The ----- is the biggest possible medium and has the quickest and the deepest reach throughout the globe.

- A. web
- B. TV
- C. radio
- D. outdoor

ANSWER A

40. Digital technology is changing the way----- relate to products and markets.

- A. manufactures
- B. consumer
- C. dealers
- D. industry

ANSWER B

41. Cyber consumers are not ----- _

- A. active
- B. passive
- C. homogeneous
- D. heterogeneous

ANSWER C

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42. Media ----- is a primary goal of advertising media planning and buying.

- A. flexibility
- B. expansion
- C. frequency
- D. efficiency

ANSWER D

43. Frequency of ----- describes the number of times that your advertisement appears in the media.

- A. continuity
- B. exposure
- C. repetition
- D. insertion

ANSWER D

44. ----- Advertising media do not operate in a vacuum: they must be part of the overall ----- and advertising plans.

- A. marketing
- B. media
- C. corporate
- D. campaign

ANSWER A

45. Advertisers use many factors other than the-----in their media analyses and plans.

- A. activities
- B. audience
- C. attributes
- D. influential

ANSWER B

46. ----- technology is changing the way consumers relate to products and markets.

- A. Information
- B. New
- C. Digital
- D. Cyber

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ANSWER: C

47. Cyber consumers are not _____
- A. Heterogeneous
 - B. segmented
 - C. mass
 - D. homogeneous

ANSWER: D

48. e-Tailing will have to co-exist with _____ retailing.
- A. e-Commerce
 - B. traditional
 - C. mobile
 - D. integrated

ANSWER: B

49. _____ the appropriate market segment has become ever more important when carrying out e-branding campaigns.
- A. Segmenting
 - B. Positioning
 - C. Targeting
 - D. Implementing

ANSWER: C

50. Creating and securing a brand name in the physical world requires extensive marketing. _____
- A. Research
 - B. strategy
 - C. effort
 - D. media

ANSWER: A