

Sample Question Bank
Sub: Media Planning and Management
Class: TYBMS Sem : VI
Prepared by Ms Darshana Bande

Q.	Multiple choice Questions
Unit I	
1.	Any paid form of non personal presentation and promotion of idea goods, or services by an identified sponsor is called -----
	a. Sales promotion b. direct marketing c. advertising d. retail marketing
2.	----- is the tool that tells us which channel and the programme viewed most or it indicates the popularity of a TV channel or a programme.
	a. GRP b. TRP c. SOV d. TAM
3.	----- indicates the sales potential of a particular brand in a specific market area.
	a. CDI b. BDI c. Media Scheduling d. Media mix
4.	TRPs are available in India calculated on the basis of the method-----
	a. Panel b. Polling c. Opinion d. strength
5.	----- of the following is an element of developing an advertising strategy.
	a. Selecting advertising media b. Using sophisticated statistical models c. Setting advertising objectives d. using market survey
6.	Media ----- coordinates the work between media owners and clients.
	a. planner b. executive c. manager d. auditor
7.	----- is the unchallenged king in the media world.
	a. Media b. Internet c. Web d. TV
8.	----- department shortlists news features.
	a. Circulation b. Administrative c. Editorial d. Mass communication
9.	Doordarshan Code is involved in-----
	a. self-projection b. self-admiration c. self-regulation d. government regulation
10.	Advertising should tell the truth and ----- all information.
	a. highlight b. reveal c. express d. said
Unit II	
11.	CPM stands for-----

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	a. Cost Price Method b. Competitors Price Method c. Cost Per Thousand d. compile method
12.	SEM is usually ----- a. organic b. Paid for c. Free d. inorganic
13.	----- are like billboards but are digitalized/ electric. a. Neon Boards b. Posters c. Transit media d. Intransit media
14.	----- means fast forwarding the commercials while watching the recorded programs. a. Zapping b. Zipping c. Frisking d. flopping
15.	Media ----- selects the best combination of media vehicles . a. budgeting b. strategy c. mix d. combination
16.	----- media is the collection of online communication channels. a. TV b. Social c. Mobile d. radio
17.	Deciding ideal media mix is linked to locating----- audience. a. target b. class c. young d. old
18.	Media vehicle is a ----- programme. a. complex b. single c. based d. unbiased
19.	----- size compares various media classes. a. Budget b. Campaign c. Audience d. client
20.	----- are owned media. a. Websites b. Cinema c. Newspapers d. TV
21.	Advertising through ----- is customer friendly. a. radio b. cell phones c. TV d. billboards
22.	Frequency is defined as----- a. The number of times reader is exposed to a message b. The total number of duplicate exposures c. All possible exposure to a target audience d. Three exposure to a target audience
23.	Media budget is influenced by the intensity of market----- a. analysis b. target c. competition d. budget
24.	Frequency of purchase is a powerful means to----- a. monitor b. forecast c. plan d. coordinate

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25.	Media buyer is a -----man. a. visionary b. liaison c. motivational d. leader
26.	-----analysis is the common way to Understand environmental analysis. a. AIDA b. SWOT c. PESTLE d. TAM
27.	Day-part purchase pattern is checked if any ----- has taken place. a. dispute b. deviation c. conflict d. behaviour
28.	Media is the most powerful tool of ----- a. profits b. supremacy c. communication d. command
29.	----- combines features of continuity and flighting. a. Roadblock b. Pulsing c. Competition d. targeting
30.	----- 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
31.	----- 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. GRP b. CPRP c. TRP d. CRM
32.	----- buys is sold in 10 second units just like in television. a. Outdoor b. Radio c. Print d. ONLINE
33.	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
34.	What is ABC?----- a. American business circle b. American business corporation c. Audit Bureau of circulation d. Audit Bureau corporation
35.	Communication without words is----- a. Mass communication b. Visual Communication c. Non-Verbal communication d. Grapevine communication
Unit III	
36.	-----refers to an ad buy by which all ads on the page or channels are dedicated to the advertisers.

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	<p>A) DAY or DAY part B) RoadBlock C) Multiple spotting D) Prime time</p>
37.	<p>----- is a non-profit organization. A) ABC B) AIR C) IMRB D) IDA</p>
38.	<p>----- refers to the cost of a media vehicle reaching to the 1000 members of an audience. a. Reach b. Frequency c. Cost per thousand d. Negotiated rate</p>
39.	<p>----- readers are loyal to certain publications. A) Solus B) Total C) Claimed D) Unpaid</p>
40.	<p>A consumer must plan to act in the desired manner is also known as---- A) Attention B) Intention C) Behaviour D) Comprehension</p>
Unit IV	
41.	<p>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</p>
42.	<p>One weakness in using ----- media is Difficult to Measure and Control a. out-of-home b. radioe3 c. TV d. Newspaper</p>
43.	<p>Small firms mostly select ----- scheduling strategy. a. specific day or day –parts b. continuous c. hitus d. all day</p>
44.	<p>----- is a document provided by a newspaper featuring the organizations rate of publication. a. A rate card b. Business card c. News card d. Menu card</p>

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45.	The media planner's task is challenging because it must typically----- a. Know everything about newspapers b. Have knowledge of traditional as well as emerging and converging forms of media c. Monitor all social sites d. Watch much TV
46.	When national advertisers buy time on local stations the practice is known as spot television or ----- a. spot buys b. CPT c. SOV d. Commercial buy
47.	GRP Stands for----- a. Gross rating point b. Gross rating plan c. Gross rate plan d. Gain rate point
48.	TAB authenticates circulation data for----- a. OOH media b. News paper media c. TV media d. Radio media
49.	----- refers to those who do not miss their favourite publication. a. Total/claimed reader b. Sole reader c. Authentic reader d. Usual reader
50.	In Newspaper advertising ----- of advertisement can affect ad's visibility. a. Positioning b. Innovation c. Product d. Quantity