

**Marketing: Media Planning and Management**

Sr. No.	Question	Answer1	Answer2	Answer3	Answer4
1	Any paid form of non personal presentation and promotion of ideas Goods or services by an identified sponsor is called _____	Sales Promotion	Advertising	Media Scheduling	Offer
2	_____ is the tool that tells us which channel and the program is viewed most or it indicates the popularity of a TV channel or a program	trp	grp	sve	gi
3	_____ indicates the sales potential of a particular brand in a specific market area	bdi	cdi	Media Scheduling	grp
4	_____ is an element of developing and Advertising strategy.	Manipulating Objectives	Advertising Budget	Setting Advertising Objectives	Selecting Advertising Media
5	TRP is are available in India calculated on the basis of	Panel	Polling	Opinion	Interview
6	Soaring media costs focus target marketing strategies and the growing array of new media have increased the importance of	Media Planning	Advertising Budget	Humour In Advertising	Media Mix
7	_____ is a method advertising runs for it runs for some period	Pulsing	Flighting	Continuity	Broad
8	_____ is the degree to which a particular brand is associated with the general product category.	som	sov	cdi	fdi
9	_____ is one stick to compare the cost of different media	Cost Per Thousand	Frequency	Popularity	Connectivity
10	_____ is a measure of how many times the average person in the target market is exposed to the message	Reach	Target	Frequency	Audibility

11	The _____ has to know the reach frequency and impact of each of the major media types	Advertising Agency	Manager	Cmo	Media Planner
12	_____ means scheduling ads evenly over a given time period	Pulsing	Flighting	Continuity	Broad
13	_____ outline what the media plan is expected to accomplish	Budget	Media Objective	Media Mission	Media Vision
14	CPM stands for	Cost Per Thousand	Competitive Price Method	Cost Price Method	Cost Per Unit
15	Search Engine Optimization is usually	Organic	Paid	Free	Natural
16	A less regular schedule for advertising	Continuity	Pulsing	Narrow	Flighting
17	_____ is the exact number of people a company wants to advertise	Frequency	Reach	Coverage	Summation
18	Timing of the advertisement is particularly important when the product is _____	Competitive	FMCG	Seasonal	Consumer Durables
19	_____ is a fully functioning game is developed for the sole purpose of promoting a company or a brand	Static In-Game Advertising	Advergaming	Dynamic In-Game Advertising	Advertising
20	Advertisements are new Windows that appear in front of the website content	Display Ads	Pop Up	Banner Ads	Tv Ads
21	_____ are like billboards but a digitalized electric.	Transit Media	Signs	Posters	Neon Boards
22	In fast forwarding the commercial while watching the recorded program	Zapping	Zippping	Frisking	Frisking
23	_____ is difficult to navigate on.	Mobile	Internet	Road	Application
24	_____ targets are those who have the power to affect the changes the campaign calls for.	Tertiary	Secondary	Basic	Primary

25	The cost factor becomes a matter of the relative cost of the individual media in case of newspapers this relationship is determined as per _____ per column.	Word	Centimeter	Website	Line
26	Refers to specific methods of media used by companies to deliver advertising messages to targeted consumers	Media Mix	Media Methodology	Media Plan	Media Vehicle
27	_____ is the ability to aim a radio or TV program for programming at a specific Limited audience or consumer market.	Narrowcasting	Media Concentration	Media Mix	Media Plan
28	A _____ is a Publication that mostly covers one main topic	Newspaper	Newsletter	Pamphlet	Magazine
29	In advertising messages are provided either with or without the consent of the mobile owner	Pull	Broad	Push	Narrow
30	A television with an internet facility is called as a	Smart TV	Dish Tv	TATA Sky	Flat Screen TV
31	_____ refers to the combination of advertising and communication channels that are used in the promotion of a particular product or service.	Media Vehicle	Media Mix	Media Budget	Media Channel
32	_____ are mainly to get consumers interested enough to ask what is this campaign all about.	Boards	Teasers	Neon Signs	Posters
33	Type of retailer has the highest advertising to sales ratio	Convenience Stores	Furniture Stores	Jewellery	Grocery Stores
34	_____ -method is an approach that aims to keep things as they are .	Marginal Analysis	Inflation-Adjusted	Status Quo	Sov
35	_____ is a method of establishing and overall promotional budget relies on previous budget in the allocation of fund.	Incremental Method	Percentage Of Sales Method	All You Can Afford Method	Competitive Parity Method

36	The print medium continuous to rely heavily on CPM to determine scheduling. What is cpm?	Payment Received	The Relative Average Cost To Reach 1000 People	A Percentage Of Impressions That Results In Clicks	Percentage Of Households Tune To Tv
37	Selection and scheduling decisions associated with delivering advertising constitutes a	Media Kit	Media Weight	Problem Solving Equation	Media Plan
38	Graphical representation of media schedule information is called _____	Media Flowchart	Media Plan	Media Objective	Time Table
39	In the ad gets ad across all channels at the same time	Roadblocks	Multiple Spotting	Media Plan	Teaser
40	A _____ is an estimation of company's promotional expenditures over a period of time	Media Planning	Media Budget	Media Buying	Media Budget
41	_____ is an average number of exposures among those who have been reached, have seen the ad at least once.	Air	Circulation	Sov	Aots
42	_____ is a standard method in advertsing , it measures advertising impact.	grp	sov	gi	vac
43	_____ is used to get a sense of media weight in a competitive context. It is the share of GRP's for a brand within a particular product category or competitive set.	sov	som	grp	gi
44	A measure is called _____ actually helps to look beyond TRP. It looks at the quality of viewing.	Stickiness Index	Circulation	Air	Gi
45	_____ is an average number of copies a publication has sold.	Circulation	Reach	Requency	Coverage
46	_____ refers to the number of people who have read the publication.	Sole Reader	Individual Viewer	Reader	Viewer

47	_____ is the actual number of people who actually see the bill board.	Visually Adjusted Contact Vac	Viewership Adjusted Metrix	Aots	Som
48	OOH stands for _____	Out Of Home	Out Of House	Out Of Hospital	Out Of History
49	Viewership data is collected on a minutes level but reported on _____	Month Wise	Seconds Level.	Hour Level	DAY Wise
50	Geo- targeting means focusing on _____	City	State	Region	City,State,Region