

Class: T.Y.BMS

Subject: Media Planning and Management

1	What is ABC?
A	American business circle
B	American business corporation
C	Audit Bureau of circulation
D	American Business Council
2	Communication without words:
A	Mass communication
B	Visual Communication
C	Non-Verbal communication
D	Advertising
3	Every media plan begins with th
A	media objective
B	market analysis
C	Media mix
D	media strategy
4	-- describes what you want the media plan to accomplish.
A	Media Objective
B	Media analysis
C	Media mix
D	media strategy
5	---is a highly negotiable medium when it comes to pricing.
A	News paper
B	Radio
C	Television
D	Internet
6	The advertising industry is passing through a transition phase with the emergence of the----- media.
A	Television
B	Online
C	Interactive
D	Information
7	Digital technology is changing the way----- relate to products and markets.
A	manufactures
B	consumer
C	dealers

D	industry
8	---the appropriate market segment has become ever more important when carrying out e-branding campaigns.
A	Segmenting
B	Positioning
C	Targeting
D	Implementing
9	In regards to media planning, what is frequency?
A	Average number of times the message is in front of those people
B	The number of times the price shows up on an advertisement.
C	The changing of prices to match up to economic changes.
D	The amount of sales increase or decrease as a result to new advertising.
10	TRP stands for--
A	Television Radio Parts
B	Target Rating Points
C	Target Rating Parts
D	Television Rating Points
11	CPM signifies--
A	Cost Per Minute
B	Cost Per Man
C	Cost Per Thousand
D	Cost Per Tens
12	Media budget is a part of – budget
A	Marketing
B	finance
C	HR
D	Production
13	NRS stand for--
A	National Radio Survey
B	National Readership Survey
C	National Role Survey
D	National Radio Scale
14	Most of the companies – the media activities.
A	Distribute
B	eliminate
C	Opt

D	Outsourcing
15	PIC stands for--
A	Pharmacy Council of India
B	Press Committee of India
C	Press Committee of Iran
D	Press Council of India