

19. A _____ is sometimes developed as part of branding for an event
- a) Slogan
 - b) Internet
 - c) Tele-sales
 - d) SMS
20. Distribution of Brochures is a way of _____.
- a) Branding
 - b) Public Relations
 - c) Advertising
 - d) Publicity
21. Having product name and logo visible at events is one very important form of _____.
- a) Publicity
 - b) Advertising
 - c) Public Relations
 - d) Branding
22. _____ involves developing and disseminating press releases to journalists.
- a) Advertising
 - b) Publicity
 - c) Branding
 - d) Public Relations
23. _____ is defined as the effect of uncertainty on objectives.
- a) Event
 - b) Chance
 - c) Safety
 - d) Risk
24. The four stages is risk strategy plan are: 1.) Assessment of Risk, 2.) Plan Policies and Control, 3.) Implement safeguards and 4.)_____.
- a) Collate and Accommodate
 - b) Deviate and Disseminate
 - c) Monitor and Evaluate
 - d) Check and Balances
25. _____ is an upright bar, beam, or post used as a support to control a crowd to enter the venue or facilities.
- a) Bars
 - b) Chain
 - c) Barricade
 - d) Stanchions
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Sample Questions for Practice

Course: MMM (Sem VI)(Choice Based)

Subject : Media Planning & Strategy

- 1) ----- is a full form of TRP
 - a. Target Rating parameter
 - b. Talk Ranking point
 - c. Target Rating Point
 - d. Trade Ranking plot

- 2) Gross Impressions means -----
 - a. The standard for a communication message to have an impact on the consumer
 - b. All possible exposures to a given medium at a given time
 - c. Limited Exposures
 - d. Media flowchart

- 3) Reach is defined as?
 - a. The Number of times a reader is exposed to a message
 - b. Number of times the magazine is read
 - c. The total number of unduplicated exposures
 - d. Media Program

- 4) Identify one reason media choices have become more difficult in recent years
 - a. Internet usage frequency
 - b. Segmentation
 - c. Newspapers now use colors
 - d. Satellite radio has come on scene

- 5) Internet Advertising has some weakness because
 - a. it's not easy to track
 - b. it's not emotive
 - c. it cannot reach global audience
 - d. It does not deliver good target reach

- 6) Media strategy is making media decisions based on
 - a. Understanding customers wants and needs
 - b. The client's wishes
 - c. Whims of the market
 - d. Brand awareness

- 7) _____, 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

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- 9) A large amount of _____ advertising is for retailers, local businesses and for promotions.
- news paper
 - magazines
 - radio
 - television
- 10) Digital technology is changing the way _____ relate to products and markets.
- manufactures
 - consumer
 - dealers
 - industry
- 11) Digital branding, in general need to have the consumer- specific orientation addressed to consumers in a _____ context.
- geographic
 - natural
 - confined
 - cultural
- 12) Newspapers & Magazines have come under considerable-----pressure
- Electronic Pressure
 - Entertainment Pressure
 - Economic Pressure
 - Several Pressure
- 13) Newspapers are playing a vital role by providing-----
- books
 - Information
 - Relevance
 - Internet
- 14) Advertising for _____ is not allowed.
- Liquor
 - Washing powder
 - Mobile
 - Cold cream
- 15) The advertisement of newspaper has a very short life span of.....
- One Year
 - One Month
 - One Week
 - One Day
- 16) Which of the following WOULD NOT be one of the primary advertising objectives as classified by primary purpose
- To Inform
 - To Persuade
 - To Remind
 - To Make Profits

- 17) The combination of media used for advertising in a target market is
- Media Mix
 - Market Mix
 - Media Advertisement
 - Media Market Match
- 18) What is the name of Facebook's analytic package
- Insights
 - Discover
 - Viewership
 - Principles
- 19) Complete the sentence as per the Media Mix Purpose. Right Message to the Right.....
- Audience
 - Manufacture
 - Staff
 - Supplier
- 20) Advertisement aims at ____
- Product selling
 - Marketing
 - Customer relations
 - Mass communication
- 21) AIDA stands for Awareness, __, Desire and ____.
- Interest; Action
 - Idea; Approach
 - Intensity; Appeal
 - Involvement; Appeal
- 22) Which social network is considered the most popular for business to business marketing?
- Facebook
 - Orkut
 - Ryze
 - Linked In
- 23) What is meant by Brand Management in social media terms?
- Managing the marketing staff
 - Management of the marketing budget
 - The company executive management team
 - Creating a consistent image for the company
- 24) In a company who should own the social marketing plan?
- Head of Marketing
 - CFO
 - President
 - Operational staff

25) Print Media audiences have exposure to-----at any time

- a. Google
- b. Print ads
- c. Television
- d. Instance Newspapers.