

V Semester ATKT Mock Examination Sept. 2020

Class : TYBMM

Marks : 20

Sub :Media Planning & Buying

Duration : 30 Min

N.B. 1. All questions are compulsory

2. All questions are carry 1 marks

1. Whose goal is to reach the right audience at the right time with right message.
 - A. **Media Planner**
 - B. Copy Writer
 - C. Graphic Designer
 - D. Art Director

Correct answer: A
2. Media buying agency _____ to spend on a given medium to gain volumes, and thus rebates.
 - A. Pull Advertiser
 - B. Market
 - C. **Push Advertiser**
 - D. Media

Correct answer: C
3. Media owners give the MBA directly for space or airtime bookings in excess of a certain volume. What is called type of second audit?
 - A. Critique
 - B. Financial Audit
 - C. **Return of rebates and discounts**
 - D. Media Audit

Correct answer: C
4. Role of Media planner is to co-ordinate, decision maker, managing client relationship, _____, evaluating campaigns, budget allocation to right media.
 - A. **Research and Analysis**
 - B. Art Work
 - C. Graphics
 - D. Client servicer

Correct answer: A
5. In NCD, D stands for?
 - A. **Decision**
 - B. Directory
 - C. Declaration
 - D. Direction

Correct answer: A
6. ABC was established in which country?
 - A. USA

- B. China
- C. U.K
- D. India

Correct answer: A

7. It refers to the pattern of advertising timing, represented as plots on a yearly flow chart.

- A. Flexibility
- B. Scheduling
- C. Reach
- D. Frequency

Correct answer: A

8. It is expressed in terms of gross impressions or GRPs

- A. **Message weight**
- B. Media vehicle
- C. Frequency
- D. Reach

Correct answer: A

9. Consumer durable & non-durables follow

- A. Steady Pulse
- B. Seasonal Pulse
- C. **Periodic Pulse**
- D. Start-up pulse

Correct answer: C

10. A media scheduling strategy in which planned messages run in intermittent periods is called _____ strategy

- A. Pulsing
- B. **Flighting**
- C. Sighting
- D. Continuity

Correct answer: B

11. _____ measures the sales strength of a brand in a particular area.

- A. **Brand Development Index**
- B. Category Development Index
- C. Share of Mind
- D. Share of Voice

Correct answer: A

12. Every Media plan begins with an analysis of the _____

- A. **Market or Environment**
- B. Media Mix
- C. Media budgeting
- D. Media objectives

Correct answer: A

13. Every media plan starts with-

- A. Establishing media objectives
- B. **Media Analysis**
- C. Media Strategy
- D. Evaluation

Correct answer: B

14. The measurable information which refers to the personality and emotions is

- A. Demographics
- B. **Psychographics**
- C. Geographic
- D. The lifestyles

Correct answer: B

15. When a high level of advertising is done for customer awareness, the product is said to be in

- A. Growth stage
- B. **Introduction stage**
- C. Maturity stage
- D. Decline stage

Correct answer: B

16. IMC stands for

- A. International managerial council
- B. International marketing council
- C. **Integrated marketing communication**
- D. Integrated manufacturing companies

Correct answer: C

17. The act or right of claiming or purchasing before or in preference to others is known as;

- a) Product protection
- b) Run of schedule
- c) **Pre-emption rate**
- d) GRP

Correct answer: C

18. "The ideal time and place at which consumers of a product or service can be reached with an advertising message." This definition stands correct for which of the following?

- A. Aperture advertising
- B. Public relation
- C. Human resources
- D. Ambient advertising

Correct answer: C

19. The full form of PPC is;

- A. Planning, plotting and consistency
- B. Pay per click
- C. Planning, production and commitment
- D. Pay per content

Correct answer: B

20. Internet marketing that involves promotion of website by increased visibility in search engines is called.

- A. SEO
- B. **SEM**
- C. Facebook Ads
- D. PPC

Correct answer: B

