

**SEMESTER VI**  
**Media Planning and Management**  
**T.Y.BMS**  
**Sample Question Paper**

**Multiple Choice Questions**

**Module 1**

1. It is the process of identifying and selecting media outlets.
  - A. Media planning
  - B. Media strategy
  - C. Media Analysis
  - D. Media mix
  
2. Complete review of internal and external factors is required to be done.
  - A. Media Analysis
  - B. Media objectives
  - C. Media strategy
  - D. Media buying
  
3. It indicates % of Target audience who is exposed at least once in given period to a particular media vehicle.
  - A. Reach
  - B. Frequency
  - C. Media Weights
  - D. Media distribution
  
4. The chief responsibility of a department is to maintain a cordial relationship with all its stakeholders.
  - A. Creative department
  - B. Production department
  - C. Public relations department
  - D. Research department
  
5. It is the largest continuous readership research study in the world with an annual sample size exceeding 2.56 lakh respondents.
  - A. Indian readership survey
  - B. National readership survey
  - C. Business readership survey
  - D. Media Audit press

## Module 2

6. It is a more specific method of media used to deliver the message.
- A. Medium
  - B. Media classes
  - C. Media vehicle
  - D. Media availability
7. It is the most popular form of print media.
- A. Newspaper
  - B. Magazine
  - C. Flyer
  - D. Brochure
8. It is usually distributed and given to prospective consumer during an exhibition or at the shops.
- A. Brochure
  - B. Flyer
  - C. Consumer magazines
  - D. Newsletter
9. It is a single, unfolded printed sheet that is used to draw attention to an event, service, products or ideas.
- A. Brochure
  - B. Flyer
  - C. Newsletter
  - D. Articles
10. It is gaining immense popularity and enables you to quickly, effectively reach your target.
- A. Radio
  - B. Online advertising
  - C. Radio
  - D. Magazine

## Module 3

11. It is estimate of a company's promotional expenditures over a certain period of time.
- A. Media Budget
  - B. Promotional expenses
  - C. Sales budget
  - D. Media buying

12. It is a measurement of the effectiveness of an advertising campaign that is calculated by dividing total advertising expenses by sales revenue.

- A. Advertising-Sales ratio
- B. Advertising to margin method
- C. Status Quo method
- D. SOV-SM method

13. The approach works at finding inflection point in planning budget.

- A. Yardstick method
- B. Marginal analysis
- C. Effective frequency and reach method
- D. SOV-SOM method

14. It is a formalised document with all critical elements of the media strategy.

- A. Media plan
- B. Buying brief
- C. Deal management
- D. Media art

15. In this the ad is carried 2+times.

- A. Multiple spotting
- B. Day or day part
- C. Road blocks
- D. Teasers

#### **MODULE 4**

16. It is a tool provided to judge which programmes are viewed the most.

- A. TRP
- B. GRP
- C. AD Viewership
- D. OTS

17. It is the number of copies distributed on an average day

- A. Circulation
- B. Readership
- C. Subscription
- D. Claimed readers.

18. It shows the number of people who saw the ad exactly once or twice or thrice etc.

- A. Discrete
- B. Cumulative.
- C. Combined
- D. Frequency

19. It tells you the amount required to be spent in order to reach the desired audience on various media platforms.

- A. CPRP
- B. Dysfunctional Card rates
- C. Effective rate
- D. Sponsorship

20. It is expressed as percentage.

- A. Frequency
- B. Reach
- C. AOTS
- D. Selectivity index