

Peplemetric is a technique of _____.

Mark only one oval.

- Radio Metric
- OOH Metric
- Print Metric
- Television Metric

Top of the mind recall, this degree is used for _____.

Mark only one oval.

- Share of Voice
- Share of recall
- Share of mind
- Share of degree

In India Radio broadcasting was started in 1927 with two privately owned transmitters at Bombay and _____.

Mark only one oval.

- Chennai
- Delhi
- Calcutta
- Bangalore

In _____ the Indian Broadcasting service was renamed as All India Radio (AIR).

Mark only one oval.

- 1927
- 1936
- 1928
- 1935

_____ method of establishing an overall promotional budget relies on previous budget in the allocation of funds.

Mark only one oval.

- Incremental method
- Percentage of sales method
- All-you-can-afford method
- Competitive parity method

Leader brand can spend _____ when compared to a new brand.

Mark only one oval.

- Same
- Relatively high
- Moderate
- Relatively less

_____ is defined as the number of times reader is exposed to a message.

Mark only one oval.

- Schedule
- Frequency
- Time
- Weight

A _____ is responsible for the placement and negotiations of price for all advertisements on radio, television, print and digital.

Mark only one oval.

- Media buyer
- Company owner
- Media relations
- Manager

The _____ problem concerns with allocating advertising expenditure and frequency within a short period to obtain the maximum response or impact.

Mark only one oval.

- Macro scheduling
- Lower scheduling
- Aggregate scheduling
- Micro scheduling

A media budget is the amount a company set aside for its _____ activities.

Mark only one oval.

- Production
- Promotional
- Planning
- Competitive

_____ measures how the audience actually consumes the media communication.

Mark only one oval.

- Media popularity
- Media measurement
- Media reach
- Media range

Circulation, sole or solus reader, total or claimed readers, Average Issue Readership, are related with _____.

Mark only one oval.

- OOH Metric
- Radio Metric
- Print Metric
- Digital Metric

PPA stands for _____ deals.

Mark only one oval.

- Pay Per Action
- Pay Per Appeal
- Pay Per Appearance
- Pay Per Affiliate

_____ is a unit of audience measurement, commonly used in the audio visual media, based on reach or coverage of an ad.

Mark only one oval.

- TRP
- GRP
- SOV
- SOM

Active listeners are _____ to the radio station.

Mark only one oval.

Drawing

Loss

Liability

Assets

List out the sources of Media Research.

Check all that apply

Population Census

Television Rating Points (TRP)

SOV-SOM Method

Radio Consumption Pattern

Businessman readership survey

Cost per thousand (CPM) is one yard-stick to compare the _____ of different media.

Mark only one oval.

- Costs
- Profit
- Popularity
- Frequency

A _____ is usually a single, unfolded, printed sheet that is used to draw attention to an event, service, product or idea.

Mark only one oval.

- Journal
- Newsletters
- Brochure
- Flyer

_____ is a method where advertising runs for some period and then there is a gap and again and it runs for some period.

Mark only one oval.

- Pulsing
- Frequency
- Flighting
- Continuity

Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor is called _____.

Mark only one oval.

- Advertising
- Publicity
- Sales promotion
- Direct marketing

_____ is the tool that tell us which channel and the programme is viewed most or it indicates the popularity of a TV channel or a programme.

Mark only one oval.

- GRP
- TRP
- SOV
- SOM

_____ involves selecting appropriate media for carrying the advertiser's message to target markets deciding what to buy, how much to spend and when to run the advertisement

Mark only one oval.

- Media Scheduling
- Media budgeting
- Media process
- Media planning

_____ is a form of interactive media.

Mark only one oval.

- Virtual Reality
- In flight ads
- In store Promotion
- Indirect advertisements

Internet gives one _____ reach.

Mark only one oval.

- Local
- Global
- National
- Domestic

_____ comprises of the educated and rich from the upper class of the society.

Mark only one oval.

- Elite audience
- Mass audience
- Interactive audience
- Specialized audience

The audiences of mass communication are _____.

Mark only one oval.

- Homogeneous
- Heterogeneous
- Synonyms
- Similar

_____ buys is sold in 10 second units just like in television.

Mark only one oval.

Outdoor

Radio

Print

OOH

_____ is expressed as a percentage.

Mark only one oval.

AOTS

Frequency

TRP

Reach

Stickiness index is a metric indicating the degree to which the program is viewed _____.

Mark only one oval.

Once

Repeatedly

Twice

Never

_____ distribution shows the number of people who saw the ad exactly once or twice or thrice etc.

Mark only one oval.

- Combined
- Cumulative
- Discrete
- Data

Circulation is compared against _____.

Mark only one oval.

- Readership
- Viewers
- Audience
- Listeners

Effective rate is the total cost for the program or channel divided by _____.

Mark only one oval.

- Total numberd
- Total unit
- Total secondage
- Total hours

The chief responsibility of a _____ is to maintain a cordial relationship with all its stakeholders.

Mark only one oval.

- Public Relations department
- Production department
- Creative department
- Research department

_____ display the high involvement with the radio station

Mark only one oval.

- Indian listeners
- Passive listeners
- Active listeners
- scattered listeners

_____ is a less regular schedule for advertising.

Mark only one oval.

- Continuity
- Flighting
- Pulsing
- Scheduling

A graphical representation of media schedule information is called _____.

Mark only one oval.

- Media plan
- Media flowchart
- Media objective
- Time table

Circulation and Coverage in media buying is the _____.

Mark only one oval.

- Same
- Different
- Anonymous
- Relatively different

Flighting is also called _____.

Mark only one oval.

- Pulsing
- Bursting
- Scheduling
- Budgeting

_____ method is an approach that aims to keep things as they are.

Mark only one oval.

- Marginal Analysis
- Inflation adjusted
- SOV SOM
- Status Quo

Media selection and scheduling decisions associated with delivering advertising constitutes a _____.

Mark only one oval.

- Media plan
- Media Kit
- Media weight
- Problem solving equation

In _____ the ad is carried 2+ times.

Mark only one oval.

- Teasers
- Day or day part
- Road blocks
- Multiple spotting

Advertising directly at the retail location is called _____.

Mark only one oval.

- Point of sale advertising
- Point of purchase advertising
- Point of supplier advertising
- Point of business advertising

Media concentration approach is when firms concentrate their campaigns only on a _____ media types.

Mark only one oval.

- Aggregate
- Few
- Large
- Combinations

Target market must be identified _____ making the media strategy.

Mark only one oval.

- Before
- After
- In between
- Later on

Timing of the advertisement is particularly important when the product is

_____.

Mark only one oval.

- Expensive
- Inexpensive
- Competitive
- Seasonal

_____ is when a fully functioning game is developed for the sole purpose of promoting a company or brand.

Mark only one oval.

- Dynamic In-game advertising
- AdverGaming
- Static in-game advertising
- Game advertising

List out the disadvantages of Out Of Home (OOH) media.

Check all that apply.

- Limited message capability
- ROI cannot be easily measured
- Creates awareness
- Less recall value
- Relatively cheaper