

Advertising in Contemporary Society

Sample Questions

Following questions are provided for the benefit of students. These are indicative only.

- 1) Before 1991 India had a _____ economy
- 2) Which was a system of licenses and regulations that one need to follow in order to set up a business in India between 1947-1991?
- 3) FEMA stands for
- 4) Why was FEMA needed?
- 5) Which factor government need to consider if income is less than the expenses?
- 6) The Foreign Exchange Regulations Act was replaced by which act?
- 7) The practise of foreign mutual funds investing money in India is
- 8) Multi National Corporations had economies of _____
- 9) Which is an organisation of more than 180 countries working for monetary co-operation, trade and financial stability globally?
- 10) Who is The Father of New Economic Policy (NEP) of India?
- 11) TRAI full form is
- 12) Full form of ASCI is
- 13) Advertising Agencies Association of India was formed in
- 14) Federation of Indian Chambers of Commerce and Industry formed in
- 15) Broadcast media consists of
- 16) Information Technology Act was enacted in
- 17) Which of the following does fall within the jurisdiction of MRTP Commission?
- 18) Privatization of public sector undertakings by selling of parts of the equity of the PSU_g to the private sector is known as.....

- 19) VAT was introduced to replace which tax?
- 20)** Eliminating Government set restrictions or barriers is called:
- 21) Which of the Indian industries has been hit hard by globalisation
- 22) Which organisation lays stress on liberalisation of foreign trade and foreign investment
- 23) Liberalisation made a shift from a seller's market to
- 24) Effective marketing includes
- 25) Emerging service sector contributed to creation of
26. Who initiated Social Marketing concept?
27. Liberalisation boosted Indian advertising by
- 28) In advertisements we generally see a warning for cigarettes that "smoking is injurious to health". It's an example of _
- 29) Political environment determines _____
30. Creating innovative and new ideas, identifying customers benefit, selecting specific appeals for advertisements are the part of _____
31. It is difficult to evaluate the impact of advertising message as there is no immediate and accurate _____
- 32) Full form of USP
- 33) Status of print media during post-independence is
- 34) Which of the following is an example of individualist society.
- 35) Which are the additional 5 P's of Social Marketing?
- 36) Saudi Arabia has
- 37) Feminine cultures place more value on quality of life
- 38)** Information about an individual is provided through mostly nonverbal means.
- 39) Three common advertising appeals include
- 40) To gain ease of access to a remote village and more convenience in conducting a social marketing event one has to forge well:
- 41)** The amount of information given in communication is called

42) Global marketing is an expansive, extensive, and complex concept of management. In the global marketplace, multinational companies are able to:

43) The concept of economic globalization refers to:

44) The 2014 BJP campaign was effective, the slogan used was

45) advertising means international advertising which are addressed to multi cultural audiences

46) Digital media & advertising will overtake _____

47) The ads have to be customised according to the _____

48) Specialists in digital advertising have to plan the strategies according to the

49) Advertising laws vary in different countries depending on the _____

50) Sandwich board advertisement is not suitable for the products like _____

51) "Think Globally, Act Locally" is a global advertising strategies and local advertising programs under _____ of international marketing decision.

52) Advertising is generally criticized because the cost involved in making ads are generally _____

53) Global advertising refers to _____

54) Billboard is a tool of _____

55) Mass culture is also known as :

56) How many P's are there in Social Marketing

57) In social media campaign, what customer has to pay?

58) Culture means:

59) Full form of IMC.

60) The Social Marketing _____ is not necessarily a physical offering.

61) Who initiated Social Marketing concept?

62) What is the primary goal of Social Marketing?

63) It is concerned with the application of marketing knowledge concepts and techniques to enhance social as well as economic ends:

64) Who initiated Social Marketing concept?

- 65) What is the primary goal of Social Marketing?
- 66) In Social Marketing, the Price should not be too ____ and too ____.
- 67) It is concerned with the application of marketing knowledge concepts and techniques to enhance social as well as economic ends:
- 68) The particular P in social marketing that refers to collection of funds and donations is:
- 69) The particular P that refers to providing mental guidelines for future behaviour of the people in social marketing is:
- 70) The budget calculated for any social marketing activity in as money or man hours investment is termed as :
- 71) In social marketing the Place element refers to:
- 72) The particular P that refers to providing mental guidelines for future behaviour of the people in social marketing is:
- 73) The budget calculated for any social marketing activity in as money or man hours investment is termed as :
- 74) In social marketing the Place element refers to:
- 75) Showcasing women ____ in the advertising is highly criticized.
- 76) An advertisement of Slice showcasing Katrina Kaif with Tagline 'Aamsutra' is an example of ____.
- 77) Women in Advertising in India are portrayed as ____ over the decades.
- 78) Sania Mirza and P.V. Sindhu in the advertising indicates that ____ in advertising.
- 79) Toothpaste ads like Colgate, Pepsodent inculcate a good habit of brushing the teeth in the morning and at night be seen as ____ impact of advertising.
- 80) The advertisement like Gillet & Old Spice for males & Santoor or Fair & Lovely for females are examples of ____.

CONSUMER BEHAVIOUR

BMM SEMESTER 5 (ADVERTISING)

Sample Questions

Following questions are provided for the benefit of students. These are indicative only.

1. Any individual who purchases goods and services from the market for his/her end-use is called a _____
2. _____ is nothing but willingness of consumers to purchase products and services as per their taste, need and of course pocket.
3. _____ is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use.
4. _____ refers to how an individual perceives a particular message
5. "----- is the action and decisions process or people who purchase goods and services for personal consumption."
6. _____ is one of the most basic influences on an individual's needs, wants, and behavior.
7. In terms of consumer behavior, culture, social class, and reference group influences have been related to purchase and _____.
8. Many sub-cultural barriers are decreasing because of mass communication, mass transit, and a _____.

9. _____develop on the basis of wealth, skills and power.

10. _____ are transmitted through three basic organizations: the family, religious organizations, and educational institutions; and in today's society, educational institutions are playing an increasingly greater role in this regard.

11. In large nations, the population is bound to lose a lot of its homogeneity, and thus _____arise

12. _____ are based on such things as geographic areas, religions, nationalities, ethnic groups, and age.
13. Marketing managers should adapt the marketing mix to _____ and constantly monitor value changes and differences in both domestic and global markets.
14. _____ has become increasingly important for developing a marketing strategy in recent years.
15. Two of the most important psychological factors that impact consumer decision-making process are product _____ and product involvement.
16. _____ is the most valuable piece of information for determining the social class.
17. Changes in consumer values have been recognized by many business firms that have expanded their emphasis on _____ products.
18. Different social classes tend to have different attitudinal configurations _____
19. _____ is the single factor that best indicates social class.
20. In terms of consumption decisions, middle class consumers prefer to _____.
21. _____ refers to the buying behavior of final consumers.
22. _____ is individuals and households who buy goods and services for personal consumption.

23. According to the stimulus-response model of buyer behavior, the place where consumers process marketing stimuli prior to making purchase decision is called _____
24. Consumer purchases are influenced strongly by cultural, social, personal, and _____
25. _____ is the most basic cause of a person's wants and behaviors.
26. Marketers are always trying to spot _____ in order to discover new products that might be wanted.
27. The cultural shift toward _____ has resulted in more demand for casual clothing and simpler home furnishings.
28. Relatively permanent and ordered divisions in a society whose members share similar values, interests, and behaviors are called _____
29. As a form of a reference group, the _____ are ones to which the individual wishes to belong.
30. The _____ is a person within a reference group who, because of special skills, knowledge, personality, or other characteristics, exerts influence on others.
31. Even though buying roles in the family change constantly, the _____ has traditionally been the main purchasing agent for the family.
32. A major reason for the changing traditional purchasing roles for families is that _____
- The economic conditions are forcing more teens to work.
 - More women than ever hold jobs outside the home.
 - Children are spending more time on the Web.
 - Men and women now shop together or "shop until you drop" for entertainment

33. A _____ consists of the activities people are expected to perform according to the persons around them.
34. The stages through which families might pass as they mature over time is a description of what is called the _____.
35. A _____ is a person's pattern of living as expressed in his or her activities, interests, and opinions.
36. _____ is a person's unique psychological characteristics that lead to relatively consistent and lasting responses to his or her own environment.
37. The basic premise of the _____ is that people's possessions contribute to and reflect their identities; that is, "we are what we have."
38. A _____ is a need that is sufficiently pressing to direct the person to seek satisfaction of the need.
39. A good synonym for motive is a(n) _____.
40. According to Maslow's Hierarchy of Needs, the lowest order of needs are called _____.
41. According to Maslow's Hierarchy of Needs, the highest order of needs are called _____.
42. _____ is the process by which people select, organize, and interpret information to form a meaningful picture of the world.
43. People can form different perceptions of the same stimulus because of three perceptual processes. These processes are best described as being _____.
44. _____ describes changes in an individual's behavior arising from experience.
45. A _____ is a strong internal stimulus that calls for action.

46. If a consumer describes a car as being the “most economical car on the market,” then he expressed his ____
47. If a consumer tells friends “I like my car more than any other car on the road,” then the consumer has expressed his ____
48. _____ puts people into a frame of mind of liking or disliking things, of moving toward or away from them.
49. According to the buyer decision process suggested in the text, the first stage is characterized as being one of ____
50. The buying process can be triggered by a(n) _____ when one of the person’s normal needs—hunger, thirst rises to a level high enough to become a drive.
51. The stage in the buyer decision process in which the consumer is aroused to search for more information is called _____
52. The consumer can obtain information from any of several sources. If the consumer were to obtain information from handling, examining, or using the product, then the consumer would have obtained the information by using his _____.
53. The consumer processes information to arrive at brand choices occurs during _____ stage of the buyer decision process
54. Generally, the consumer’s purchase decision will be to buy the most preferred brand, but two factors can come between the purchase intention and the purchase decision. These two factors are best described as being _____
55. With respect to post purchase behavior, the larger the gap between

expectations and performance _____

56. Cognitive dissonance occurs in _____ stage of the buyer decision process model.

57. The _____ is the mental process through which an individual pass from first hearing about an innovation to final adoption.

58. _____ is not a part of the adoption process that consumers may go through when considering an innovation.

59. With respect to adopter categories, the _____ are guided by respect, are the opinion leaders in their communities, and adopt new ideas early but carefully.

60. With respect to adopter categories, the _____ are skeptical and they adopt an innovation only after a majority of people have tried it.

61. Several characteristics are especially important in influencing an innovation's rate of adoption. _____ is the degree to which the innovation may be tried on a limited basis.

62. If a company makes products and services for the purpose of reselling or renting them to others at a profit or for use in the production of other products and services, then the company is selling to the _____

63. All of the following are among the primary differences between a business market and a consumer market except _____

64. The business marketer normally deals with _____ than the consumer marketer does.

65. When demand comes (as it does in the business market) from the demand for consumer goods, this form of demand is called _____
66. General Motors buys steel because consumers buy cars. If consumer demand for cars drops, so will General Motors' demand for steel. This is an example of the relationships found in _____
67. That business markets have more buyers involved in the purchase decision is evidence of _____ characteristic differences between business and consumer markets?
68. The place in the business buying behavior model where interpersonal and individual influences might interact is called the _____
69. In a _____, the buyer reorders something without any modifications.

70. Considering the major influences on business buyer behavior, as shown in a model in the text, under _____ influence stage would you expect to find the influences of authority, status, empathy, and persuasiveness.

71. The stage of the business buying process where the buyer describes the characteristics and quantity of the needed item is called _____

72. For the marketing manager, social class offers some insights into consumer behavior and is potentially useful as a _____

73. _____ is the definition of reference groups.

74. _____ are factors that have been shown to affect consumer behavior.

75. The reason that higher prices may not affect consumer buying is _____.

76. _____ are the groups that individuals look to when forming attitudes and opinions.

77. For which of the following products would the reference group influence be the strongest?

78. Primary reference groups include _____.

79. Secondary reference groups include _____.

80. Marketing strategies are often designed to influence _____ and lead to profitable exchanges.

81. _____ refers to the information a consumer has stored in their memory about a product or service.

82. _____ products require less time and effort on part of the consumers to make a buying decisions.

83. _____ refers to creating a brand personality.

84. Individuals who are high on _____ trait tend to have difficulty in dealing with reality.

85. _____ behaviour there is no conscious planning on part of the consumer to buy the product.

Copywriting

Sample Questions

Following questions are provided for the benefit of students. These are indicative only.

- 1) The art of writing and compiling creativity in writing content
- 2) Creative people are _____ brained people.
- 3) The guideline that specifies the message elements of advertising copy
- 4) Attributes of Copywriters are _____
- 5) The ability to generate new ideas by combining, changing, or reapplying existing ideas.
- 6) Ethos is an appeal to
- 7) The conscious mind determines the
- 8) Simple, efficient rules which people often use to form judgments and make decisions
- 9) The composition of headings, sub-headings and the body copy of advertisements, catalogues or brochures.
- 10) Who plays a vital role in all advertising agencies world-wide, creating the language that drives consumerism.
- 11) What is critical in persuasive writing?
- 12) The Creative brief is the document prepared by the:
- 13) An important principle of Copywriting.
- 14) _____ in creative process is Eureka phenomenon.
- 15) The unconscious mind determines the _____.
- 16) The appeal to character and shared values.
- 17) The advertising strategy consists of:
- 18) Persuasive Copywriting Techniques are

- 19) Expand W.A.Y. S
- 20) Creativity is an
- 21) The word brief (from the Latin “brevis”) means:
- 22) Car ads are prime examples of appeals to
- 23) The concept of the unique selling proposition (USP) was developed by
- 24) Who popularized the idea of brand image in his famous book Confessions of an Advertising Man
- 25) The concept of positioning as a basis for advertising strategy was introduced by
- 26) A group creativity technique by which efforts are made to find a conclusion for a specific problem by gathering a list of ideas spontaneously contributed by its members.
- 27) SCAMPER is a mnemonic and S stands for
- 28) The process of adapting a message from one language to another, while maintaining its intent, style, tone and context
- 29) The creative brief may be referred to as a
- 30) A jingle with its repeat phrases has a far higher recall value than the visuals do. Jingles are:
- 31)) In advertising, copy refers to the:**
- 32) Credibility
- 33) Copywriters help promote:
- 34) The purpose of marketing brief:
- 35) The CAN Elements are
- 36) “7 Reasons Why IBM Provides You With a More Reliable System”, is an example of
- 37) Neighbours envy, Owners’ pride’ is an example of which type of slogan
- 38) When Sachin Tendulkar says – “Boost is the secret of my energy”, it is an example of

- 39) Connectedness is:
- 40) Marketing brief is a:
41. A creative brief is very important because:
42. A brief is a:
43. Once an effective appeal is found, the advertiser should prepare a creative brief, typically covering:
44. The advertising strategy consists of:
45. Connectedness is:
46. Appropriateness means:
47. For Effective ads :
48. The Golden Rule is the ultimate model of simplicity:
49. Unexpectedness:
50. A good process for making ideas stick is:
51. Concreteness is:
52. Credibility
53. The Power of Associations:
54. Self-Interest:
55. Stories drive action through:
56. Which one of the following is the demerit of Outdoor media?
57. Hierarchy of effects model of Creative elements includes _____
58. The two elements that makes TV exciting are _____
59. Dialogue is one of the elements of _____
60. The full form of SEO is _____
61. Which is an important element in the medium of radio?

62. Your ad duration for the medium of radio is _____
63. Your posters need to be _____
64. Copywriting for digital medium includes writing for _____
65. One needs to create more _____ on the web pages.
66. Anchor text of links in the body of text should contain _____
67. Advertisement needs to first grab the _____ of audience.
68. Why drafting a copy, the copywriter may need to ensure that the audio portion of an ad is complete and comprehensive within
69. -----is a technique called Theater of the Mind
70. Live Commercials are usually done under
72. An important Element of a radio Ad is
73. The copy for Radio Ads needs to aid the -----of the Listener
74. Har ek friend Zaroori Hota Hain tune from Airtel is an example of
75. Har ek friend Zaroori Hota Hain tune is associated with which brand
76. Googly Woogly Woosh is an example of
77. Googly Woogly Woosh is associated with which product
78. A ----- is a visual aid primarily used to plan out or prepare a television commercial
79. While drafting copy for TV ads at the initial stages one must think of -----
-- as an important element
80. Nokia's Connecting people is an Example of

IRJ

TYBMM (Journalism)

Sample Questions

Following questions are provided for the benefit of students. These are indicative only.

- 1) _____ was the head quarter of East India company.
- 2) _____ was the capital of British India.
- 3) _____ was the birthplace of journalism in India.
- 4) Between 1818-1855, _____ Bengali Newspapers came up, but many were short-lived
- 5) Early Newspapers in Calcutta was _____
- 6) Samachar Darpan became bilingual in 1829 the language was Bengali and second was _____
- 7) Governor Hasting's successor was _____
- 8) Lord Amherst subscribed to a 100 copies and distributed them among _____
- 9) _____ campaigned against child marriage, sati, idolatry.
- 10) In 1876, half the number language NPs in India were published from _____
- 11) Dwarkanath Tagore started _____
- 12) _____
- 13) In _____, Sen started Sulava Samachar.
- 14) The _____ stood for literary journalism and was very popular with the educated class.
- 15) Ananda Bazaar Patrika was launched in _____
- 16) In 1905, Lord Curzon, Viceroy, announced partition of _____
- 17) _____ is a famous Urdu Newspaper.
- 18) Pratap the newspaper in Hindi was founded in 1913 in _____
- 19)) _____ founded in Varansi during Gandhi's non-co-operation movement in 1920.
- 20)) _____ founded in Varansi during Gandhi's non-co-operation movement in 1920.
- 21) Bennet & Coleman started _____
- 22) Amar Ujala was a newspaper based in _____
- 23) Rajasthan Patrika was the newspaper based in _____
- 24) Rashtriya Sahara was the newspaper based in _____.
- 25) The Times of India group had once upon a time started a string of Hindi periodicals under its big umbrella the film magazine named _____
- 26) The Times of India group had once upon a time started a string of Hindi periodicals under its big umbrella the children's magazine named _____
- 27) Punjab Kesari was started in _____
- 28) The Maheshwari family runs _____
- 29) _____ is the most read newspaper in U.P.
- 30) Amar Ujala was founded by _____
- 31) Balasaheb Jambekar started _____ newspaper.

- 32) Jagran was founded in _____
- 33) Vernacular press act ended in _____
- 34) Bombay Times merged with the newspaper _____ and formed The Times of India.
- 35) Gangadhar Bhattarcharjee published _____ in 1816.
- 36) _____ enacted Censorship of Press Act, 1799
- 37) In Hindi dailies, _____ is the highway read newspaper according to the data of 2019.
- 38) Ramnath Goenka came up with Hindi newspaper, the name of the newspaper was _____.
- 39) _____ movement was first mass movement
- 40) Kesari was made bi-weekly _____
- 41) Calcutta Chronicle was launched in _____
- 42) 1780 led to the rise of _____ newspaper
- 43) 29th January is also called as _____ letter day
- 44) Bad management, poor editing, unattractive writing, lack of imagination was concluded by _____
- 45) Registration act was passed in _____
- 46) Tilak became legal owner of which newspaper _____
- 47) The 4 pillars of the program was initiated Lokmanya Tilak were as follows:
- 48) Jagran was founded in _____
- 49) Unlike the nineteenth century when the _____ had numerical superiority over the Hindi press.
- 50) Maulana Abdul Kalam Azad started his weekly, the _____ on June 1, 1912
- 51) In 1945, two years before the Independence, the Qaumi Awaz was started in _____
- 52) The _____ papers suffered greatly from the Partition.
- 53) The Qaumi Awaz was started in _____
- 54) _____ newspaper had become so famous that it has its influence within 4 weeks.
- 55) The Munsif and the Siasat from _____'
- 56) _____ newspaper had become so famous that it has its influence within 4 weeks.
- 57) The _____ newspaper of Bijnor was started in 1912.
- 58) The _____ is a Muslim League newspaper run from Khazaikode.
- 59) The Deshabhimani is a paper known for its _____ views
- 60) Malabar, _____ and Travancore till date have a unique identity, although they were merged together to form the state of Kerala.
- 61) _____ is the oldest newspaper in Kerala.
- 62) _____ organises cultural programs twice every year to reach out to its readers in Mumbai.
- 63) Till 1946 _____ people had no homeland.
- 64) Some border areas between _____ and Karnataka spoke in Telegu.
- 65) Andhra Prabha belonged to the _____ group.
- 66) The _____ was run by a small industrial group in Andhra.
- 67) When the state of Andhra Pradesh came into existence, Ramoji Rao (a young journalist stationed in Delhi representing the Andhra Prabha and met people deeply studying the working of newspapers) launched in Telegu.

- 68) The Eenadu today has ___ editions in Andhra Pradesh.
- 69) In 1992, the Eenadu started a full ___ page, which became a popular series
- 70) _____ started sons-of-the-soil campaign.
- 71) Bal Thackeray was a satirical _____
- 72) _____ and Paranjpe, were principal Marathi satirical writers.
- 73) **Sakal has website or a blog?**
- 74) The _____ is the largest read newspaper group of Hindi Press in India.
- 75) The _____ is as technically advanced as the Sakal. It uses state of the art machinery, and is published all across northern India.
- 76) Sanmarg, is a Hindi newspaper published from _____.
- 77) The "Dainik Jagran" has ___ editions and the only daily to print over 200 sub-editions
- 78) _____ is the initiator in the development of 'Journalism in Rajasthan'.
- 79) The Anandabazar Patrika, is rightly called the " _____
- 80) _____ is targetted at the young, upcoming Bengali, who are looking beyond tradition and heritage, in their quest to keep pace with the changing times.
- 81) The ___ is a Bengali newspaper started in 1981.
- 82) _____ has the highest circulation of the newspaper in Bengal.
- 83) Lord Wellesley enacted ___ act
- 84) This act was a revision of the Vernacular Act that empowered the local government to demand a security at registration from the printer/publisher and forfeit/deregister if it was an offending newspaper _____
- 85) Licensing act was passed in _____
- 86) Licensing act was enacted by _____
- 87) By ___ the press was growing rapidly
- 88) In _____ Sir Ashley Eden, passed the Vernacular Press act.

Media Planning & Buying

TYBMM

Sample Questions

Following questions are provided for the benefit of students. These are indicative only.

- 1) _____ is the process of strategically selecting a mix of media platform to place ads over a period of time in order to achieve an advertiser's campaign goals
- 2) Media planning process has how many steps?
- 3) _____ indicates the total advertising required during a particular
- 4) Media _____ coordinates the work between media owners and Media Clients.
- 5) _____ department shortlist news features.
- 6) Media research is also called as _____
- 7) TRP was introduced in _____
- 8) Market Analysis, Establishing media objectives, Determine media strategies, Implementation of media plan
- 9) _____ relates to the number of times a person in a target audience is exposed to a campaign in a specified time period.
- 10) _____ strategy deals with running campaign steadily over a period of time with intermittent increase in advertising at certain intervals
- 11) Research & analysis, Acts as co-ordinator, Client relationship, Budget allocation, Decisions making are the responsibilities of a _____.

- 12) _____ distribution refers to the number of copies of a newspaper or magazine circulation in a particular region or throughout the country.
- 13) _____ is the world's largest study relating to India's print & other media consumption, demographic, product ownership & usage.
- 14) There is an element of _____ in radio advertising.
- 15) _____ are periodical publications.
- 16) _____ are small magazines that contains pictures & information on a product, service and company.
- 17) High distribution cost, Environmental hazard, limitations of space, high cost for materials and prints.
- 18) _____ are form of paper advertisement for wide distribution.
- 19) full form of OTT is _____
- 20) Media _____ is determined by numbers of placements of ads in media such as TV, newspaper or online ads.
- 21) Media budget is influenced by the intensity of the market _____
- 22) Media buying relates to prior _____ from the client.
- 23) Media buyer is a _____ man.
- 24) _____ include the people who saw the ad once or more times.
- 25) Reach of newspapers is seen through _____
- 26) Advertising that uses controlled delivering techniques like telemarketing, point-of-sale in shops, direct mail, public relations etc is called as _____
- 27) When the expenditure of an ad, placed by a retailer who is promoting the manufacturer's brand, is shared by both of them is called as _____ advertising.

- 28) A facility offered by a publication that allows advertisers to run different copies in different parts of the publication's circulation area is called as_____
- 29) When an ad reaches the consumers whom the advertiser does not want to reach. Reaching people who are neither customers nor prospects is called as_____
- 30) A unit of audience measurement, commonly used in the audio-visual media, based on reach or coverage of an ad. It , usually, represents 1 per cent of the total audience in a given region.
- 31) When the printed area of an ad extends to the border of the page rather than being set in a box or limited by white margins is known as_____
- 32) Advertiser pays publisher a commission every time a visitor clicks on the advertiser's ad is known as _____
- 33) Full form of SSP____
- 34) _____ allows advertisers to buy impressions from a wide range of publisher sites that are targeted to specific users based on things like location and previous browsing behaviours.
- 35) _____ buying typically refers to the use of software or machines to purchase digital advertising inventory,.It's in simple terms using machines to buy ads.
- 36) mentions, shares, reposts, reviews, sharing are a part of_____
- 37) Mobile websites are often referred to as _____sites.
- 38) _____is the process of affecting the online visibility of a website or a web page.
- 39) How many principles of influence is there?
- 40) Prep5ration, discussion. Clarification of goals, negotiations towards win-win outcome, agreement, implementation is the process of _____
- 41) The placement of advertising in unusual and unexpected places (location) often with unconventional methods is known as _____advertising.

- 42) Displays, signs, structures, and devices that are promotional, and are used to identify, advertise, or merchandise an outlet, service, or product and serve as an aid to retail selling is known as _____
- 43) _____ is the overall image of a corporation or firm or business in the minds of diverse publics, such as customers and investors and employees.
- 44) _____ is also a method of direct marketing.
- 45) Word of mouth is also known as _____
- 46) Communication mix is also known as _____
- 47) Lobby, wall, floor, box office, security check point, popcorn counter, lift, kiosk, product display, staircase, washroom, ticket jackets, interactive zones or kiosks, poster box are examples of _____
- 48) Advertisement of buses, metros, trains, cabs are examples of _____
- 49) _____ outdoor advertising is also known as _____ advertising.
- 50) Advertisement through radio was very popular till the middle of last century because of _____
- 51) Selecting time, choosing media types, deciding on reach of frequency and media vehicle for advertisements are part of _____
- 52) What is an Ad Exchange?
- 53) What is Ad networks work?
- 54) Catalogues, magazines, newspaper and invitations to organization-sponsored events are associated with the marketing mix activity of _____.
- 55) Fleeting, expensive, best shows have limited availability, products can be expensive are _____
- 56) Demonstration, Emotional content, Image building, Animation are _____
- 57) When national advertisers buy time on local stations the practice is known as _____
- 58) Split run is also known as _____

- 59) split run edition is used by both advertisers and publishers for _____ purpose
- 60) Limited coverage, short life, hasty reading, cost, poor reproduction, demonstration & display are _____
- 61) Prestige, segmentation, flexibility, measuring reach, mobility are examples of _____
- 62) Immediacy. Selectivity, newspaper mechanical requirement, variety, penetration and types are _____
- 63) Display ad, co-operative ad, classified ad are examples of _____
- 64) _____ means the advertising strategy encompasses the use of more than one type of advertising media to get its message across the target audience.
- 65) what are the factors considered in media strategies for timing?
- 66) Media _____ coordinates the work between media owners and Media Clients.
- 67) _____ is the unchallenged king in the media world.
- 68) _____ department shortlist news features.
- 69) _____ is a checklist for media planners.
- 70) _____ is the practice of checking that the media that a client has bought is in the right places, at competitive prices.
- 71)
- 72) _____ is the new tool for classifying consumers in India.
- 73) 1) Conduct media research 2) Determine media objectives & strategies 3) Determine media mix 4) Do actual media buy
- 74) What are the challenges in media planning?
- 75) What are sources of Media Research
- 76) What is the full form of ABC?
- 77) _____ are placed in their metered homes are compact and use the latest technology.
- 78) _____ is a single source survey for media and product ownership.
- 79) _____ is an international media company

- 80) ___ is the average number of times the advertisement will be presented to the Reached Population.
- 81) Proper media planning enables the selection of the_____
- 82) Which of the following shouldn't be considered while setting media objectives?
- 83) Which is not the limitation of outdoor medium?
- 84) What is Bulletin?
- 85) What is Gross Impression?
- 86) What is Erratic Pulse?
- 87) If CPRP is 1250 and GRP is 200, calculate Budget?
- 88) If Budget is 350000 and GRP 200 calculate CPRP?
- 89) If AEC is 30000, CPRP is 900, calculate % of target audience?
- 90) If Budget is 800000 and GRP is 300 what is CPRP
- 91) If reach is 40 and frequency is 5 calculate GRP
- 92) If readership is 5000 and Duplication is 300 what is readership?