



## BRAINWARE UNIVERSITY

### Term End Examination 2020 - 21

Programme – Master of Science in Media Science & Journalism

Course Name – Media Marketing & Management

Course Code - MMSJC103

Semester / Year - Semester I

Time allotted : 75 Minutes

Full Marks : 60

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

### Group-A

(Multiple Choice Type Question)

1 x 60=60

1. (Answer any Sixty)

(i) The Indian and ..... Government have signed an audio-visual co-production deal to enable producers from both the countries exchange and explore their culture and creativity, respectively.

- |             |            |
|-------------|------------|
| a) Canadian | b) British |
| c) American | d) Russian |

(ii) Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or ..... by an identified sponsor.

- |            |                 |
|------------|-----------------|
| a) object  | b) subject      |
| c) service | d) all of these |

(iii) As stated in Union Budget 2019-20, Government was to launch a dedicated channel for .....

- |              |             |
|--------------|-------------|
| a) Start-ups | b) Farmers  |
| c) Students  | d) Teachers |

(iv) Catalogue and Kiosks are related to

- |  |                  |
|--|------------------|
| a) . Direct Marketing                      | b) . Advertising |
| c) . Both Direct Marketing AND Advertising | d) None of these |

(v) Displays and Coupons are related to

- a) Public Relations
- b) Advertising
- c) Sales Promotion
- d) None of these

(vi) Media companies operates in two markets i.e. Advertising investors and .....

- a) Information creators
- b) Information consumers
- c) Information investors
- d) None of these

(vii) The Pareto principle follows

- a) 60-40 rule
- b) 70-30 rule
- c) 80-20 rule
- d) 50-50 rule

(viii) Mono-media product is related to

- a) Traditional Media Management
- b) Modern Media Management
- c) Both Traditional Media Management AND Modern Media Management
- d) None of these

(ix) Good media criticism should always

- a) Reveal negative aspects of media
- b) Offer analysis based on reason
- c) Warn us that ads sell us things we don't need
- d) Condemn our emotional reactions to media

(x) Communication without words:

- a) Mass communication
- b) Visual Communication
- c) Non-Verbal communication
- d) None of these

(xi) TRP is a

- a) sum of the total time
- b) multiple of total time
- c) weighted average of the total time
- d) none of these

(xii) IMRB stands for

- a) International Market Research Bureau
- b) Indian Market Research Bureau
- c) . Indian Market Revolution Bureau
- d) Indian Media Research Bureau

(xiii) IMRB distributed roughly 3,600 diaries Indian cities based on the ..... of the people.

- a) infographics
- b) psychographics
- c) emographics
- d) . all of these

(xiv) TAM stands for

- a) Television Audience Mission
- b) Television Audience Meter
- c) Television Audience Measurement
- d) none of these

(xv) MARG stands for

- a) Multiple Action Research Group
- b) Multiple Agency and Research Group
- c) Multiple Action Resource Group
- d) Multiple Agency for Research Group

(xvi) TAM used ..... technology.

- a) satellite
- b) frequency-matching
- c) . digital
- d) none of these

(xvii) aMap was established by

- a) New Delhi-based Audience Measurement and Analytics.
- b) Mumbai-based Audience Measurement and Analytics.
- c) Ahmedabad-based Audience Measurement and Analytics.
- d) Kolkata-based Audience Measurement and Analytics.

(xviii) As per aMap data were collected

- a) daily
- b) weekly
- c) bi-weekly
- d) monthly

(xix) GSM modem was used for data collection by

- a) IMRB
- b) TAM
- c) aMap
- d) Both TAM AND aMap

(xx) BARC was founded on

- a) 2007
- b) 2008
- c) 2009
- d) 2010

(xxi) Broadcast, Print, Internet and Mobile are related to

- a) Sales Promotion
- b) Personal Selling
- c) Public Relations
- d) Advertising

(xxii) Press releases, Sponsorships, Events and Web pages are related to

- a) Direct Marketing
- b) Public Relations
- c) . Sales Promotion
- d) . Both Public Relations AND Sales Promotion

(xxiii) In 20th century music and cinemas have replaced

- a) Culture
- b) Art
- c) Books
- d) None of these

(xxiv) In 21st century most widely used medium is

- a) Internet
- b) Satellite
- c) Both Internet AND Satellite
- d) None of these

(xxv) ..... will launch lite version for low-end Android phones in India.

- a) Vivo
- b) Micromax
- c) Spotify
- d) Realme

(xxvi) DTH stands for

- a) Direct-to-home
- b) Delivery-to-home

- c) Direct-theater to-home
- d) . None of these

(xxvii) Management is said to be the combination of

- a) arts, commerce and science
- b) arts, science and engineering
- c) arts, science and profession
- d) arts, commerce and engineering

(xxviii) Positive motivation makes people willing to do their work in the best way they can and improve their \_\_\_\_\_.

- a) Productivity
- b) Personality
- c) Performance
- d) All of the these

(xxix) Direction is a \_\_\_\_\_ function performed by all the managers at all levels of the organization.

- a) Managerial
- b) Organizational
- c) Both Managerial and Organizational
- d) None of these

(xxx) Directing is

- a) discipline
- b) conflict resolution
- c) measuring and reporting performance
- d) comparing the two

(xxxi) Planning is

- a) mission
- b) vision
- c) both mission and vision
- d) coordination

(xxxii) Staffing is

- a) comparing the two
- b) span of control
- c) hiring
- d) none of these

(xxxiii) ----- 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

(xxxiv) Every media plan begins with the-----

a) media objective

b) market analysis

c) media mix

d) media strategy

(xxxv) Companies are exploring the ----- for communicating their advertising message because of its several attractive features and advantages.

a) television

b) newspaper

c) radio

d) new media

(xxxvi) The advertising industry is passing through a transition phase with the emergence of the----- media.

a) television

b) online

c) interactive

d) information

(xxxvii) Digital technology is changing the way----- relate to products and markets.

a) manufactures

b) consumer

c) dealers

d) industry

(xxxviii) Media ----- is a primary goal of advertising media planning and buying.

a) flexibility

b) expansion

c) frequency

d) efficiency

(xxxix) Cyber consumers are not

a) heterogeneous

b) . segmented

c) mass

d) homogeneous

(xl) e-Tailing will have to co-exist with ----- retailing.

- a) e-Commerce
- b) traditional
- c) mobile
- d) . integrated

(xli) Creating and securing a brand name in the physical world requires extensive marketing.-----

- a) research
- b) strategy
- c) effort
- d) media

(xlii) For making advertisements more effective, the manufacturers improve \_\_\_\_\_ and launch new products.

- a) existing products
- b) advertisement style
- c) marketing channel
- d) sponsors

(xliii) Selecting time, choosing media types, deciding on reach of frequency and media vehicle for advertisements are part of

- a) media strategy
- b) media execution
- c) selecting media
- d) measuring communication

(xliv) The move from single sponsor programme support to participation advertising was due primarily to \_\_\_\_\_.

- a) increasing competition
- b) improving technology
- c) rising costs
- d) the need for more varied creative content

(xlv) All of the following are important decisions during the process of developing an advertising program, except \_\_\_\_\_.

- a) setting advertising objectives
- b) setting advertising budget.
- c) developing advertising strategy
- d) selecting a target market.

(xlvi) Advertisement through radio was very popular till the middle of last century because of \_\_\_\_\_.

- a) it's effectiveness
- b) more popular than newspaper.
- c) mass reach
- d) cost of advertisement.

(xlvii) Music is used frequently in advertising as \_\_\_\_\_

- a) a mood setter
- b) an executional cue
- c) a standout feature
- d) background

(xlviii) An advertising objective is classified by its primary purpose, which is to inform, persuade, or

- a) convince.
- b) compete.
- c) remind.
- d) explain.

(xlix) Which of the following is an objective of informative advertising;

- a) build brand preference
- b) change customer perceptions of brand value.
- c) encourage customers to switch brand.
- d) suggest new uses for a product.

(l) Lower costs, greater global advertising coordination consistent worldwide image are the \_\_\_\_\_ of international marketing decision.

- a) standardization drawbacks
- b) advertisement regulations
- c) standardization benefits
- d) typical responses

(li) Which of the following is not a recognized type of advertising

- a) Source
- b) Message
- c) Agency
- d) Place.

(lii) It is the quality of the \_\_\_\_\_ between the various elements in the process that determine whether a communication event will be successful.

- a) actions
- b) linkages
- c) research
- d) sequencing

(liii) Meeting one's full potential in life is

- a) self-actualization
- b) self-fulfillment



c) self-esteem

d) all of these

(liv) Self-fulfillment is related to

a) Esteem

b) . Love

c) Safety

d) None of these

(lv) “We dislike work, find it boring, and will avoid if we can”, this is related to

a) Maslow’s Hierarchy of Needs

b) Theory X

c) Theory Y

d) None of these

(lvi) Elton Mayo, an ..... psychologist and organizational theorist

a) American

b) British

c) Australian

d) German

(lvii) As per System Management Theory, how many systems are there in an organization

a) 2

b) . 3

c) 4

d) 5

(lviii) Consumers and Government are part of

a) internal environment

b) external environment

c) both internal environment and external environment

d) none of these.

(lix) Administrative Management Theory was proposed by

a) Maslow

b) Taylor

c) McGregor

d) Fayol

(lx) How many principles of management was proposed by Fayol

a) 12

b) 16

c) 14

d) 18