

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 1) Media planning involves developing a plan of action for communicating messages to the right people, at the right time, with the right _____
A) market. B) agency. C) **frequency.** D) schedule. E) channels.
- 2) The client provides the agency's media personnel with background information, along with direction for developing the media plan in a document called _____
A) a creative brief.
B) a market profile.
C) **a media brief.**
D) the media plan.
E) a media strategy.
- 3) The section of the media brief which gives the media planner a perspective on what is happening in the market and the rates of growth in the market is the _____
A) competitors media usage.
B) **market profile.**
C) product media profile.
D) target market profile.
E) media objectives.
- 4) The most important ingredient for a media plan is _____
A) **a thorough understanding of the target market.**
B) an understanding of the marketing plan.
C) an understanding of the marketing environment.
D) an appropriate budget.
E) a creative plan.
- 5) An evaluation of actual audience deliveries calculated after a specific spot or schedule of advertising has run is called a _____
A) target market analysis.
B) pre-buy analysis.
C) **post-buy analysis.**
D) market profile.
E) media brief.
- 6) The target market for which a shotgun strategy is best suited is more _____
A) regional.
B) **broad.**
C) specific.
D) provincial.
E) local.

- 7) In the case of a profile matching strategy, the customer target market is carefully defined by _____
A) working with an agency that has experience in the specified segment.
B) analyzing the previous sales history.
C) customizing the product.
D) demographic, psychographic and geographic variables.
E) advertising in every newspaper.
- 8) Nike Canada chose to advertise in Chatelaine magazine because the target profile of the magazine matched the demographic profile of Nike's target market. This media strategy is called a(n) _____
A) target market strategy.
B) rifle strategy.
C) shotgun strategy.
D) profile- matching strategy.
E) applied strategy.
- 9) A rifle strategy is a matching strategy used in situations where _____
A) the target market can be precisely defined by some common characteristic.
B) budgets are extremely tight.
C) the target market is very fragmented.
D) the product is in the mature stage of the product life cycle.
E) there is great urgency in the call to action.
- 10) Nike Canada advertises it's golf shoes in Golf Canada Magazine, because it is the most effective way of reaching golfers. In terms of media strategy, this is an example of a _____
A) shotgun strategy.
B) profile- matching strategy.
C) rifle strategy.
D) target market strategy.
E) sling- shot strategy.
- 11) The total unduplicated audience potentially exposed one or more times to a commercial message during a given time period is referred to as _____
A) profile matching.
B) gross rating points.
C) frequency.
D) reach.
E) continuity.
- 12) The percentage of category sales in a geographic area in relation to the total population of that area is called the _____
A) category development index.
B) market development index
C) geographic index.
D) brand development index.
E) Both A and B are correct.

- 13) The percentage of a brand's sales in an area in relation to the population in that area is called the _____ 13) _____
 A) media index.
 B) category development index.
 C) brand development index.
 D) geographic index.
 E) market development index.
- 14) If the sale of whitening toothpaste in Ontario represents 15 percent of total sales and Ontario represents 38 percent of the population, the CDI for whitening toothpaste in Ontario is _____ 14) _____
 A) 395. B) 39.5. C) 3.95. D) 25.3. E) 253.3.
- 15) If product sales as expressed as a percentage of total sales by region are close to population splits by region, the following geographic strategy would be appropriate when devising a media strategy. _____ 15) _____
 A) local coverage
 B) provincial coverage
 C) national coverage
 D) regional coverage
 E) segmented coverage
- 16) CDI and BDI are two indexes that are useful when using a _____ coverage media strategy. _____ 16) _____
 A) geographic
 B) rifle
 C) regional
 D) shotgun
 E) national
- 17) Golf clubs have a heavy schedule of advertising in the spring and summer months and virtually no advertising at other times of the year. This is an example of a _____ 17) _____
 A) build up schedule.
 B) rifle schedule.
 C) pulse schedule.
 D) skip schedule.
 E) seasonal schedule.
- 18) When Nintendo introduced the Wii in Canada, they spent a lot of money advertising the product in the early stages of the product's introduction, with the hope of hitting the market with a bang. Nintendo plans to reduce the amount spent on advertising after this short period. This is an example of a(n) _____ media schedule. _____ 18) _____
 A) blitz B) seasonal C) pulse D) build-up E) even
- 19) Frequency refers to _____ 19) _____
 A) the average number of times an audience is exposed to an advertisement.
 B) the type of TV commercial - 15, 30 or 60 second.
 C) the delivery schedule of a newspaper or magazine.
 D) the total number of potential customers.
 E) the length of an advertising campaign.

- 20) When it comes to reach versus frequency, a new product that has a high awareness objective may place greater emphasis on _____ 20) _____
- A) impressions.
 - B) GRP's.
 - C) reach.
 - D) frequency.
 - E) flexibility.
- 21) Media weight is expressed in terms of _____ 21) _____
- A) share of market.
 - B) continuity.
 - C) gross rating points.
 - D) share of advertising.
 - E) reach.
- 22) Many new products employ a teaser strategy where advertising is scheduled at low levels initially and increases steadily as time passes. This strategy is called a _____ 22) _____
- A) seasonal schedule.
 - B) build-up schedule.
 - C) pulse schedule.
 - D) skip schedule.
 - E) blitz schedule.
- 23) In advertising, "continuity" is _____ 23) _____
- A) measured by gross rating points.
 - B) managements commitment to the campaign.
 - C) the total audience reached by the media plan.
 - D) the length of time for a medium to generate the desired impact.
 - E) purchasing media in blocks.
- 24) If a media schedule has a weekly reach of 40% of targeted households in a particular city and the average number of exposures is 4, the GRP level would be _____ 24) _____
- A) 10. B) 40. C) 160. D) 4. E) 44.
- 25) A skip schedule is when advertisers _____ 25) _____
- A) change from one agency to another.
 - B) sell products at a seasonal time of year.
 - C) purchase media time and space in a uniform manner.
 - D) purchase media time and space on an alternative basis.
 - E) launch a new product.
- 26) CPM is defined as _____ 26) _____
- A) cost per magazine.
 - B) client profile and media.
 - C) creative per media.
 - D) media publishing cost.
 - E) cost of advertising per thousand consumers.

- 27) The media schedule is normally presented in a calendar format referred to as a _____ 27) _____
A) blitz schedule.
B) CPM.
C) media blocking chart.
D) Gantt chart.
E) funnel.
- 28) A medium that receives the largest allocation of an advertiser's budget is called the _____ 28) _____
medium.
A) ROI
B) official
C) primary
D) secondary
E) mandatory
- 29) Which of the following is NOT a trend in television advertising in Canada? 29) _____
A) The share of viewing held by the three major networks is decreasing.
B) TV audiences are very fragmented.
C) The number of hours a week a person spends watching TV is decreasing.
D) Clutter in television advertising continues.
E) The majority of Canadian households use PVR technology to skip commercials.
- 30) In a recent broadcast of American Idol, a television program, contestants sang a song while driving 30) _____
a Ford vehicle. This is an example of
A) product placement.
B) branded content.
C) sales promotion.
D) event marketing.
E) Both A and B are correct.
- 31) Which of the following is NOT an advantage of television advertising? 31) _____
A) reach
B) clutter
C) impact
D) coverage flexibility
E) targeting through specialty channels
- 32) Which of the following trends with respect to radio listenership is NOT true? 32) _____
A) Radio listeners are usually listening to the radio in their cars rather than at home.
B) On average, Canadians listen to the radio for 19 hours per week.
C) Teenagers have shifted their allegiance to technologies such as iPods.
D) Radio has little appeal to teenagers.
E) Canadians are listening to more radio today than they did ten years ago.
- 33) Which of the following is NOT an advantage of radio advertising? 33) _____
A) target selectivity
B) frequency
C) cost
D) message retention
E) flexibility

- 34) A radio service that offers commercial free programming for a monthly fee is known as 34) _____
A) Internet radio.
B) PVR.
C) cable radio.
D) satellite radio.
E) podcasting.
- 35) The total average circulation of Canadian daily newspapers is 5.2 million copies. The total number 35) _____
of Canadian newspapers that contribute to that circulation is
A) 55. B) 108. C) 127. D) 115 E) 68.
- 36) In the context of print media (newspapers and magazines), the term circulation refers to 36) _____
A) the average number of copies sold per issue.
B) the numbers of copies distributed.
C) the type of advertising included in the print media.
D) the number of copies printed.
E) the number of free inserts.
- 37) Which of the following is NOT an advantage of newspaper advertising? 37) _____
A) targeting capability
B) media environment
C) merchandising opportunities
D) life span
E) reach
- 38) The key difference between tabloids and broadsheets is 38) _____
A) amount of advertising.
B) content.
C) size.
D) cost.
E) number of sections.
- 39) Pre-printed inserts are also referred to as 39) _____
A) free-standing inserts.
B) flexform advertising.
C) tabloids.
D) classified advertising.
E) broadsheets.
- 40) One of the biggest drawbacks of newspaper advertising is 40) _____
A) the expense of an individual newspaper.
B) its size.
C) its short life span.
D) its long lead time.
E) lack of competition.

- 41) Which of the following is NOT a type of newspaper advertising. 41) _____
A) national advertising
B) preprinted inserts
C) retail advertising
D) classified advertising
E) All of the above are types of newspaper advertising.
- 42) Which of the following is NOT an advantage of magazine advertising? 42) _____
A) frequency
B) targeting flexibility
C) life span
D) pass-along readership
E) quality
- 43) Paid circulation refers to 43) _____
A) subscription and newsstand sales.
B) trade subscriptions.
C) free distribution.
D) newsstand sales only.
E) subscription sales only.
- 44) A controlled circulation magazine 44) _____
A) is restricted by law.
B) is also classified as junk mail.
C) is an insert inside a newspaper.
D) appeals to all market segments.
E) is distributed free to a specific audience.
- 45) Which of the following is not an example of out-of-home advertising? 45) _____
A) mall posters
B) free-standing inserts
C) billboards
D) murals
E) superboards
- 46) Due to the high expense of constructing them, a superboard requires the following from 46) _____
advertisers.
A) payment up front
B) vertical material
C) a narrowly defined target audience
D) short showings
E) a long term commitment
- 47) Which of the following is NOT a disadvantage of Out-of-home advertising? 47) _____
A) image
B) creative limitations
C) cost
D) not suitable for reaching precisely defined targets
E) reach and frequency

48) Which of the following is NOT an advantage of Out- of- home advertising? 48) _____
A) awareness
B) coverage flexibility
C) image
D) reach and frequency
E) good complementary medium to reinforce a message

49) Recently, Roots Canada took over a subway station, dominating all advertising space in that station for 3 days. This is an example of 49) _____
A) station recovery.
B) station domination.
C) superb advertising.
D) king posters.
E) a shotgun strategy.

50) Which of the following is not an advantage of transit advertising? 50) _____
A) reach
B) continuous exposure
C) frequency
D) coverage flexibility
E) targeting is easy

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

51) A post- buy analysis is an analysis of actual audience deliveries calculated after advertising has run. 51) _____

52) The media brief is a document that contains information for developing a media plan. 52) _____

53) Media planners use a target market profile to match the target with compatible media profiles. 53) _____

54) The nature of the word "shotgun" suggests that the target market can be precisely defined by some common characteristic. 54) _____

55) A rifle strategy is a media tactic that involves matching the demographic profile of a product's target market with a specific medium that has a similar target profile. 55) _____

56) Ski Canada would be an appropriate medium to select for a shotgun strategy. 56) _____

57) If Ontario had a CDI of 90 for pet food, that would mean that the market for pet food in Ontario was overdeveloped. 57) _____

58) Reach is the total area covered by one radio or television station. 58) _____

59) A large national retailer schedules advertising every other month throughout the year, in order to stretch their advertising budget. This is an example of a blitz media schedule. 59) _____

60) A pulse schedule means that media advertising is scheduled in flights of different weight and duration. 60) _____

- 61) Gross Rating Points are the same as frequency. 61) _____
- 62) The total unduplicated audience exposed one or more times to a commercial message during a specific period (usually a week) is called reach. 62) _____
- 63) Generally, the number of hours a person spends viewing television each week has been increasing. 63) _____
- 64) Many advertisers are questioning the value of television advertising and are shifting their money away from television advertising. 64) _____
- 65) Generally, Canadians are listening to the radio less today than they did 10 years ago. 65) _____
- 66) One of the major advantages of radio is its ability to reach selective target markets. 66) _____
- 67) National ads sold by a national sales department usually generate the majority of revenue for a newspaper. 67) _____
- 68) Magazines are referred to as a "class" medium rather than a "mass" medium, and are suited to advertisers using a profile matching strategy or rifle strategy. 68) _____
- 69) If frequency is a key media objective, magazines are the best option. 69) _____
- 70) If the goal of an advertising campaign is to reach as many people as possible, then out-of-home would be an appropriate medium to choose. 70) _____
- 71) Outdoor posters are an ideal medium if an advertiser is using a shotgun strategy. 71) _____
- 72) The absolute cost of outdoor posters is low compared to other media options. 72) _____

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

- 73) Media objectives are clearly worded statements that outline what the plan is to accomplish and include five issues. Name and describe these five issues. 73) _____
- 74) Describe the main sections of a media plan. 74) _____
- 75) Describe the three basic target market matching strategies. 75) _____
- 76) Explain the "rifle strategy" used to match media with markets, using an example to illustrate. 76) _____
- 77) Describe the five media scheduling options available, giving an example to illustrate each. 77) _____
- 78) Describe the difference between CDI and BDI. How are these indexes used when determining media budgets? 78) _____
- 79) When would advertisers use a seasonal schedule? 79) _____

- 80) When would advertisers use a build up schedule? 80) _____
- 81) How does CPM play a role in media selection? How is it calculated? 81) _____
- 82) List and describe the four television options that media planners have. 82) _____
- 83) How has the emergence of PVR technology impacted television advertising as a medium? 83) _____
- 84) With fewer viewers watching television and television ads, advertisers have had to find new solutions for reaching viewers. Discuss three of the alternatives to traditional television advertising. 84) _____
- 85) Discuss the four types of advertising typically found in newspapers. 85) _____
- 86) Describe the various types of outdoor posters. 86) _____
- 87) Describe the various options for transit advertising. 87) _____

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 88) Discuss television as a media option, listing three advantages and three disadvantages.
- 89) Discuss the various factors that influence media strategy.
- 90) Discuss magazines as a media option, listing three advantages and three disadvantages.
- 91) Discuss newspapers as a media option, listing three advantages and three disadvantages.
- 92) Discuss radio as a media option. listing three advantages and three disadvantages.

Answer Key

Testname: UNTITLED5

- 1) C
- 2) C
- 3) B
- 4) A
- 5) C
- 6) B
- 7) D
- 8) D
- 9) A
- 10) C
- 11) D
- 12) E
- 13) C
- 14) B
- 15) C
- 16) C
- 17) E
- 18) A
- 19) A
- 20) C
- 21) C
- 22) B
- 23) D
- 24) C
- 25) D
- 26) E
- 27) C
- 28) C
- 29) E
- 30) E
- 31) B
- 32) A
- 33) D
- 34) D
- 35) B
- 36) A
- 37) D
- 38) C
- 39) A
- 40) C
- 41) E
- 42) A
- 43) A
- 44) E
- 45) B
- 46) E
- 47) E
- 48) C
- 49) B
- 50) E

Answer Key

Testname: UNTITLED5

- 51) TRUE
- 52) TRUE
- 53) TRUE
- 54) FALSE
- 55) FALSE
- 56) FALSE
- 57) FALSE
- 58) FALSE
- 59) FALSE
- 60) TRUE
- 61) FALSE
- 62) TRUE
- 63) FALSE
- 64) TRUE
- 65) TRUE
- 66) TRUE
- 67) FALSE
- 68) TRUE
- 69) FALSE
- 70) TRUE
- 71) TRUE
- 72) FALSE
- 73) Who is the target market, What is the nature of the message to be communicated, Where are the market priorities geographically, When is the best time to reach the target market, How many people to reach, how often.
- 74) Media budget (the total budget available), Media Objectives (who, what, when, where and how), Media Strategy (Target market matching strategy, market coverage, timing, reach, frequency, continuity, media selection rationale, media rejection rationale.
- 75) Shotgun strategy - the use of mass media to reach a loosely defined target audience. Profile matching strategy - matching the demographic profile of a products target market with a specific medium. Rifle strategy - using a specific medium that reaches a target market defined by a common characteristic.
- 76) A rifle strategy is a matching strategy used in situations where the target market can be precisely defined by some common characteristic. For example Ski Canada would be an appropriate media choice to reach those with an interest in downhill skiing.
- 77) Skip schedule, pulse schedule, seasonal schedule, blitz schedule, buildup schedule.
- 78) CDI (category development index) is the percentage of category sales in a geographic area in relation to the total population of that are. BDI (brand development index) is the percentage of a brand's sales in an area in relation to the population of that area. The media planner can concentrate advertising dollars in areas where the brand enjoys the most brand usage (high BDI).
- 79) A seasonal schedule is used for products that are sold and purchased at traditional times of the year.
- 80) In a build up schedule media advertising is scheduled at low levels initially and gradually builds as time passes. Often a campaign such as this (often called a teaser campaign) is launched well before the product is available on the market. The advertising builds up pent up demand for the product when it becomes available.
- 81) CPM is calculated by dividing the cost of the ad by the circulation of the publication in thousands. It is the cost of delivering the message to 1000 people, and is used to compare publications for efficiency.
- 82) Network advertising, selective spot, local spot and sponsorship.
- 83) Personal video recorders mean that consumers can eliminate commercial from a program they have prerecorded. If consumers stop watching commercials, the networks loose advertising revenue.
- 84) Product placement (the visible placement of brand name products in television shows, movies, radio and other programming); Branded content (the integration of brand name goods and services into the script); and shorter commercials.

Answer Key

Testname: UNTITLED5

- 85) National advertising, retail advertising, classified advertising, preprinted inserts.
- 86) Billboards, backlit poster, superboards, banners, murals, mall poster.
- 87) Interior cards, king posters, seventy posters, superbuss advertising, transit shelter advertising, station poster.
- 88) Advantages - impact, reach, targeting, coverage flexibility. Disadvantages - high cost, clutter, audience fragmentation, technology.
- 89) Target market profile (three basic strategies: shotgun, profile matching, rifle); nature of the message (ie: print media makes more sense for factual, informative appeals, television makes more sense for emotional appeals); geographic market priorities (use BDI and CDI to determine regional priorities); timing of advertising (media scheduling), reach/frequency/continuity.
- 90) Advantages - targeting capability, coverage flexibility, life span, quality, environment, pass along readership. Disadvantages - clutter, cost, frequency.
- 91) Advantages - targeting capability, reach, media environment, merchandising. Disadvantages - life span, audience diversity, clutter, reproduction quality.
- 92) Advantages: target selectivity, frequency, cost, flexibility. Disadvantages: audience fragmentation, message retention.