

Chapter 10 Test Bank

Student: _____

1. Media strategies refer to the available delivery systems, which include broadcast and print media, outdoor advertising, and other support media.
True False
2. The lack of audience information is a greater problem for big advertisers/markets than it is for small advertisers/markets.
True False
3. The situation analysis precedes the marketing and creative strategy plan in the media plan development process.
True False
4. Decisions on whether sole sponsorship or shared sponsorship is ideal are made during the media use decisions stage of developing a media plan.
True False
5. An index number over 100 means that the use of the product is proportionately greater in that segment than in one that is average.
True False
6. There is a strong correlation between social engagement and higher tune-in rates.
True False
7. Availability of new media and the rising costs of media are internal factors that influence media decisions.
True False
8. Market analysis is the first step in the promotional planning process.
True False

Chapter 10 Test Bank

Michael Rajnik



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