

Media Research Manager Interview Questions And Answers Guide.



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Media Research Manager Job Interview Preparation Guide.

Question # 1

Explain disadvantages of advertising?

Answer:-

Disadvantages of advertising are:

- 1.Effect on children which advertise depends upon underwear, & such all things.
- 2.As well as money wasting.

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Question # 2

How to advertising the cell phone?

Answer:-

To create cartoons and they tell about cell phones in graphics.. like something different way to show advertising the cell phones.

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Question # 3

Explain what is advertising?

Answer:-

Advertising is we are knowing new products.

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Question # 4

How you deny to receive mail from some email address?

Answer:-

Select the mail as spam then we can't receive mail from the same email id.

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Question # 5

What does the Nifty 50 comprises of which companies, is it from the same sector or just Top 50 companies?

Answer:-

Nifty 50 comprises from top 50 companies. It does not mean they belong to one sector or industry.

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Question # 6

Who has full authority to control over media?

Answer:-

Media planner.

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Question # 7

Explain Development Communication?

Answer:-

Use of communication technology, mass media and different channels/media of communication for promotion of health, social development/rural development issues is coined as development communication.



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Question # 8

Why we do online advertising?

Answer:-

Because this is economical and 24hours in show the client.

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Question # 9

Tell me are you ready for T-Mobile G-Slate?

Answer:-

LG is all set to release a lion out of its groove on America's Largest 4G Network: LG Mobile Phones Announce Their First 4G Android 3.0 Powered Tablet - T-Mobile G-Slate With Google.

The T-Mobile G-Slate is first 4G tablets to optimize Android 3.0 & use the latest Android technology to its advantage. Designed for the devices with larger screen sizes, it addresses the unique aspects of tablet use.

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Question # 10

Customer tells you he would like to think about it, what do you say to convince him to buy now?

Answer:-

If I am confident about the requirement of the customer I will ask him this is the best opportunity for him, and If i have to think for best option then I will call him latter.

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Question # 11

Explain what is Multimedia?

Answer:-

Multimedia is simply multiple forms of media integrated together. Media can be text, graphics, audio, animation, video, data, etc.

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Question # 12

Explain what is grapevine?

Answer:-

Grapevine is an informal communication spread through a rumor made by a person or a group of people. It spreads very rapidly in a random way.

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Question # 13

What are the WMV Files?

Answer:-

WMV (Windows Media Video) is a generic name for video encoding solutions developed by Microsoft. The format is a part of the Windows Media framework that also includes formats like Windows Media Audio (WMA), Advanced Systems Format (ASF) and High Definition Photo (HDP). WMV files use the Microsoft container format and represent Microsoft's own version of MPEG-4 (Part 2) video encoding technology.

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Question # 14

How to change DivX to VOB?

Answer:-

One of the frequent questions many computer users ask is how to do I change DivX to VOB? For the most part, the answer is quite simple and there is software to use that can help you easily change these files in a relatively short period of time. However, it is important to understand the basics before changing, here are some tips.

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Question # 15

What is HDMI Optical Switch?

Answer:-

HDMI stands for High Definition Multimedia Interface; HDMI is an audio video interface that is used to transmit both digital audio and video streams of data which are uncompressed and encrypted.

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Question # 16

How to Copy Slides to Disk?

Answer:-

If you have been enjoying photography for more than a few years, you probably have plenty of slides taken with analog cameras. Before digital photography, slides



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were a great way to view photos en masse. They were very small, making them light and portable and perfect for slide shows in homes, classrooms, and auditoriums. However, with the advent of digital photography and digital projectors, slides have lost their popularity and are slowing becoming obsolete.

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Question # 17

Explain phishing?

Answer:-

Phishing is a form of fraud. Phishers pose as legitimate organizations in an email, over the phone, in person, on a website, or in a pop-up window to get you to disclose personal information, such as your credit and debit card numbers, account passwords, or Social Security number.

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Question # 18

Explain ambeant acclusion?

Answer:-

Ambient occlusion is a shading method used in 3D computer graphics which helps add realism to local reflection models by taking into account.

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Question # 19

How to view video files on the web site?

Answer:-

There are two ways to view the online video clips. Because of variations in browsers and operating systems, both methods might not work for all individuals. However, one of the two methods should work if you have the Windows Media Player installed. 1. Click on the link to the video. Depending on what your plug-in settings are in your browser, Windows Media Player may launch and begin downloading the video clip. The video should begin to play after enough is downloaded for it to play smoothly. 2. Right click (PC) or click and hold (Mac) the link to the video. Choose "Save Target As.." (IE) or "Save Link As..." (Netscape) to save the file. Make sure that the correct file type is selected in the drop down list below the file name. After the file has been saved to your computer, double click on it to launch it in Windows Media Player. If your computer is not set up to launch the player upon double clicking, first open Windows Media Player and then choose "File" and "Open" to load the video clip. Press the play button to begin playing.

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Question # 20

Explain video-on-demand?

Answer:-

Video-on-demand is existing video or an archived webcast available for people to watch on the web any time. The original video can be digitized as a Real-Media, Windows Media, QuickTime, or Flash Video file and can be viewed with the appropriate player. Contact Rutgers Academic Video Services for more information.

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Question # 21

How to change my home page?

Answer:-

Internet Explorer for Windows:

1. Browse normally to the web page you want as your home page.
 2. Pull down the "Tools" menu of Internet Explorer.
 3. Select "Internet Options."
 4. The "General" tab appears.
 5. You'll see the "Home page" box at the top.
 6. Click the "Use Current" button in that box.
 7. Click "OK."
 8. Close and open Internet Explorer.
- You should see your new home page.

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Question # 22

Can a MBA graduate person become a journalist?

Answer:-

yes one should have a passion for good creative writing and a way of presentation start with small news channel or papers as part time writers or join the company as sales professional learn the necessary skills from people in the organization and make your way in the department.and remember journalism is and art and not a science all u need is passion and a skill.

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Question # 23

Explain Projector Lumens Measured?

Answer:-

Lumens are extremely important when choosing a projector because you will want a bright, sharp image to be displayed. The brighter the image, usually the sharper the contrast will be. Lumens are extremely important due to the fact that projectors with lower Lumens require ambient lighting to be low. In addition, less lumens generally means the projector will need to be closer to the screen. These two factors have obvious consequences for many conference rooms, classrooms, lecture halls and home theater set ups.



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