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The three C's of pricing include all but one of the following?

(A) consumer-based pricing

<https://seidocx.com/products/test-bank-organic-chemistry-3e-rolston>

(B) cost-based pricing

(C) company-based pricing

(D) competition-based pricing

**Answer:**

(C) company-based pricing

2

A catalog title is anything:

(A) that no longer exists on the Top 200 Album Chart

(B) over 18 months in age

(C) under 18 months in age

(D) budget priced to encourage sales

**Answer:**

(B) over 18 months in age

3

Which is NOT an element of a standard Press Kit:

(A) Review of music from other artists

(B) Bio/Fact sheet

(C) Press clippings

(D) Cover or Pitch Letter

(E) Music and Image

**Answer:**

(A) Review of music from other artists

4

To obtain the #1 position on the Billboard Album chart, a record:

(A) Must ship the most records

(B) Must have the most heard record by audience size

(C) Must have the most "spun" record by spin count

**Answer:**

(E) Must have the most activity including sales, downloads, and streaming

- (D) Must have sold the most records over-the-counter at retail
- (E) Must have the most activity including sales, downloads, and streaming

**5**

**Which trade magazine is dedicated to both sales and radio reporting and acts as the report card for the music industry?**

- (A) Billboard
- (B) Arbitron Today
- (C) College Music Journal
- (D) Pollstar

**Answer:**

(A) Billboard

**6**

**The relationship between radio and the recording industry is best described as:**

- (A) competitive
- (B) symbiotic
- (C) cooperative
- (D) synergistic

**Answer:**

(B) symbiotic

**7**

**Based on our readings, what is the top current radio conglomerate:**

- (A) Cox
- (B) Cumulus
- (C) CBS
- (D) iHeart Media
- (E) Entercom

**Answer:**

(D) iHeart Media

**8**

**Which of the following statements regarding the size (in revenue) of the radio industry in the US is most accurate?**

(A) The record industry and radio are about the same size

(B) The record industry is bigger than radio

(C) The radio industry is slightly larger than the recording industry

(D) The recording industry is nearly twice as large as radio

(E) The radio industry is nearly twice as large as the recording industry

**Answer:**

(E) The radio industry is nearly twice as large as the recording industry

**9**

**Which demo spends the most time listening (TSL) to radio per week?**

(A) men 35-44

(B) women 25-34

(C) men 45-54

(D) women 35-44

(E) persons 65+

**Answer:**

(A) men 35-44

**10**

**Radio listeners are more likely to be listening during which daypart?**

(A) morning drive

(B) midday

(C) afternoon drive

(D) rush hour

(E) happy hour

**Answer:**

(A) morning drive

**11**

**The top three radio formats (as of 2013) in rank order of 1, 2, 3, are:**

(A) CHR, News/Talk, Country

(B) CHR, Country, News/Talk

**Answer:**

(D) Country, News/Talk, CHR

(C) News/Talk, CHR, Spanish

(D ) Country, News/Talk, CHR

(E) News/Talk, Country, AC

**12**

**All but one of the following social media elements is considered a critical "must have" to an artist's arsenal.**

(A) Website

(B) Facebook

(C) Vine

(D ) Twitter

(E) Blogs

**Answer:**

(C) Vine

**13**

**Choose the best answer: Which statement is true regarding Nielsen Radio?**

(A) Based on diaries from listeners

(B) Calculated ratings for radio stations

(C) Helps advertisers determine best stations regarding demographics

(D ) All the above

(E) A & B only

**Answer:**

(D ) All the above

**14**

**What is a ""cut-by-cut""?**

(A) The artist's personal comments on each song recorded on his/her CD

(B) The A&R process of weeding through demos to find songs for an artist to cut

(C) The artist's bio

(D) A rough demo of an artist's choices of

**Answer:**

(A) The artist's personal comments on each song recorded on his/her ) CD

) songs for an album

**15**

**In the ""process a consumer goes through in deciding to purchase a product,"" which of the following market segments would take the longest time going through that process?**

(A) loyals

(B) rotators

(C) early adopters

(D deal selective  
)

(E) achievers

**Answer:**

(D deal selective  
)

**16**

**Other branding opportunities include all but one of the following:**

(A) Brand Development of Artists

(B) Cause Marketing

(C) Artist-Owned Brands

(D Video Product Placement  
)

(E) Product Partnerships with Artists

**Answer:**

(A Brand Development of Artists  
)

**17**

**Label publicists are responsible for ALL BUT ONE of the following:**

(A) Trade publicity

(B) Television exposure

(C) Radio interviews

(D Print reviews  
)

(E) Tour publicity

**Answer:**

(C Radio interviews  
)

**18**

**Standard Return Reserve within the P&L based on national return percentages is approximately:**