

MFA Television Practice Exam (Sample)

Study Guide



Everything you need from our exam experts!

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Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 - 45 minutes). Review a handful of questions, reflect on the explanations.

3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

Questions

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- 1. When we follow the Ehrenberg Bass Model method in developing our target audience, which type of purchasers are we considering?**
 - A. Non-purchasers**
 - B. All Category Purchasers**
 - C. Only Heavy Category Purchasers**
 - D. People who are aware of the product, but have not yet purchased it.**

- 2. What information should you supply to a Benchmarking Company reviewing your media buys for the last two years?**
 - A. The TV post-analysis reports for both your client and the brands in their competitive set for this year and last year.**
 - B. The TV rate card and discount, outlining all elements of your client TV deals for both years.**
 - C. The TV rate card for the same period this year and last year.**
 - D. The TV goals and target audience together with the time of year for the campaigns for both this year and last year.**

- 3. Your Fixed store retail client has briefed you to develop a media strategy for a short term clearance sale and asked you to recommend the required media budget. There is a lot of information you need to develop the media plan, but before you start, you need to determine the media planning goal. To do this, it is critical to know...**
 - A. The Geographic locations of the retail store outlets.**
 - B. The media budget for the campaign.**
 - C. The communication objective, in this case, the level of latent brand awareness.**
 - D. The campaign goal, in this case, the sales target.**

- 4. Total TARPs may include duplicated audience reach. Which of the following statements is true about Total TARPs?**
 - A. It is the sum of TARPs across all markets.**
 - B. It may include duplicated audience reach.**
 - C. It represents the total potential audience shown as '000s.**
 - D. It is the same as reach.**

- 5. What does TARPs measure in budget planning?**
- A. The number of impressions to target audience you can afford.**
 - B. The total cost of the campaign.**
 - C. The ratio of 30-second to 15-second ads.**
 - D. The share of BVOD by device.**
- 6. Which statement best explains why monthly CPT should be used for multi-month campaigns?**
- A. It aligns CPT with individual month performance.**
 - B. It ensures CPT equals campaign average.**
 - C. It eliminates CPT entirely.**
 - D. It increases CPT.**
- 7. Your buying strategy has been set at 100% Off peak, and 20% of your TARPs appear in advertorials. If you have a fabulous TVC, what would the inclusion of the advertorials bring to your TV campaign?**
- A. You can include more detailed information as they are 2-3 minutes in length.**
 - B. With the right presenter talking about the product, the viewer will more likely trust that the product works.**
 - C. They will generally appear within the program vs an advertising break so it looks more like an editorial piece of content.**
 - D. All of the above**
- 8. Who would engage a Benchmarking specialist?**
- A. The TV Network**
 - B. The Creative Agency**
 - C. The Client**
 - D. The Media Agency**

- 9. Which statement about BVOD's relationship to internet-enabled devices is true?**
- A. BVOD on-demand content is accessible via internet-enabled devices such as smart TVs, tablets, and smartphones.**
 - B. BVOD is accessible only on traditional satellite boxes.**
 - C. BVOD can only be accessed on desktop computers.**
 - D. BVOD content cannot be accessed on mobile devices.**
- 10. Why would you segment purchasers into Light, Medium, and Heavy purchasers?**
- A. The greatest opportunity is always to upsell Light purchasers, who only purchase infrequently.**
 - B. You should avoid targeting Heavy purchasers as they already love your brand.**
 - C. You should review the segments to determine where the greatest opportunity is, sometimes Heavy users can be more 'valuable' e.g. represent more sales.**
 - D. All segments are equally important.**

Answers

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1. B
2. D
3. D
4. B
5. A
6. A
7. D
8. C
9. A
10. C

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Explanations

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1. When we follow the Ehrenberg Bass Model method in developing our target audience, which type of purchasers are we considering?

A. Non-purchasers

B. All Category Purchasers

C. Only Heavy Category Purchasers

D. People who are aware of the product, but have not yet purchased it.

In the Ehrenberg-Bass approach, growth comes from expanding the base of people who buy within the category, not just from the heaviest users or those already loyal to one brand. The method treats all category purchasers—the entire group of people who buy the product category in a given period—as the audience to reach. Focusing on this group helps you lift overall category penetration, including light buyers who switch brands and those who have not yet bought your brand. That’s why the best answer is all category purchasers: anyone who buys within the category, regardless of whether they currently choose your brand. Non-purchasers of the category aren’t included because they haven’t entered the category at all, and concentrating only on heavy category purchasers or only on people who are aware but haven’t purchased misses the broader growth opportunity across the full category base.

2. What information should you supply to a Benchmarking Company reviewing your media buys for the last two years?

A. The TV post-analysis reports for both your client and the brands in their competitive set for this year and last year.

B. The TV rate card and discount, outlining all elements of your client TV deals for both years.

C. The TV rate card for the same period this year and last year.

D. The TV goals and target audience together with the time of year for the campaigns for both this year and last year.

Benchmarking media buys works best when you provide context about what you were trying to achieve, who you were trying to reach, and when the campaigns ran. The goals explain what success looks like and which metrics matter, while the target audience clarifies the specific viewer segments the buys were aimed at. Including the time of year for the campaigns captures seasonality and calendar factors that influence reach, CPMs, and competitive pressure. When you give these elements for both this year and last year, the benchmarking company can compare like-for-like performance and distinguish changes due to strategy from those due to seasonality or audience shifts. Postscripts like post-analysis reports or rate cards don’t supply that planning and timing context, which is essential for meaningful benchmarking.

3. Your Fixed store retail client has briefed you to develop a media strategy for a short term clearance sale and asked you to recommend the required media budget. There is a lot of information you need to develop the media plan, but before you start, you need to determine the media planning goal. To do this, it is critical to know...

- A. The Geographic locations of the retail store outlets.**
- B. The media budget for the campaign.**
- C. The communication objective, in this case, the level of latent brand awareness.**
- D. The campaign goal, in this case, the sales target.**

The main idea being tested is that media planning starts from a concrete campaign goal tied to a measurable business outcome. For a short-term clearance sale, success hinges on hitting a specific sales target within the promo window. Defining that target first sets everything: how much reach and frequency you need, which channels will efficiently drive purchases, when to run the ads, and how to allocate the budget to achieve those sales. It also shapes the messaging toward urgency and value aimed at converting shoppers quickly. The other inputs—where stores are located, how big the budget is, or the level of latent brand awareness—are important, but they support the plan after the objective is set. Store geography helps tailor local reach; the budget constrains what you can do; and the communication objective informs the tone and message. None of these establish the primary measure of success the plan must achieve as directly as a clear sales target.

4. Total TARPs may include duplicated audience reach. Which of the following statements is true about Total TARPs?

- A. It is the sum of TARPs across all markets.**
- B. It may include duplicated audience reach.**
- C. It represents the total potential audience shown as '000s.**
- D. It is the same as reach.**

TARPs measure exposure opportunities for the target audience, and total TARPs are built by adding exposures across the schedule, often across multiple markets. Because this summing lumps together all the exposures, the same person can be counted more than once if they're reached in more than one market or more than once within the schedule. That means total TARPs can include duplicated audience reach. Understand that reach is about how many unique individuals see an ad at least once, expressed as a percent; TARPs, on the other hand, count exposures (frequency-weighted impressions). So total TARPs aren't simply a single measure of how many people could be reached; they reflect total exposure opportunities, which may double-count some people.

5. What does TARPs measure in budget planning?

- A. The number of impressions to target audience you can afford.**
- B. The total cost of the campaign.**
- C. The ratio of 30-second to 15-second ads.**
- D. The share of BVOD by device.**

TARPs, or Target Audience Rating Points, are a budgeting and planning metric that show how much exposure to the intended audience your media plan can deliver. Think of each rating point as 1% of the target audience watching a given time block. When you translate a budget into TARPs, you're estimating the amount of impressions or exposures you can secure for that specific group, given the cost per rating point. In short, TARPs reflect the volume of target-audience impressions you can buy with your budget, not the total cost itself, not the ad length mix, and not device-share. That's why the option describing TARPs as the number of impressions to the target audience you can afford is the best fit. The other choices describe things TARPs don't measure in budget planning: the total campaign cost, the ratio of ad lengths, or the share of BVOD by device.

6. Which statement best explains why monthly CPT should be used for multi-month campaigns?

- A. It aligns CPT with individual month performance.**
- B. It ensures CPT equals campaign average.**
- C. It eliminates CPT entirely.**
- D. It increases CPT.**

The main idea here is aligning measurement with time-based performance. In multi-month campaigns, results often vary month to month due to seasonality, audience behavior, and creative updates. Using a single CPT for the entire campaign can mask these fluctuations and make it hard to see where costs are actually efficient or not. Choosing a monthly CPT keeps the metric in sync with how each month performs. It shows the true cost per thousand impressions in each period, so you can compare month-to-month, adjust budgets, bids, or creative strategies as needed, and pace spending to match real performance. The other options don't fit this goal. Averaging CPT across the whole campaign hides month-to-month differences; eliminating CPT isn't realistic because you still need a way to measure cost efficiency; and simply increasing CPT isn't a required outcome or a reliable way to optimize multi-month performance.

7. Your buying strategy has been set at 100% Off peak, and 20% of your TARPs appear in advertorials. If you have a fabulous TVC, what would the inclusion of the advertorials bring to your TV campaign?

- A. You can include more detailed information as they are 2-3 minutes in length.**
- B. With the right presenter talking about the product, the viewer will more likely trust that the product works.**
- C. They will generally appear within the program vs an advertising break so it looks more like an editorial piece of content.**

D. All of the above

Introducing advertorials into a TV campaign leverages the feel of editorial content within programming to boost impact. When you've got a fabulous TVC, those longer segments (2-3 minutes) give you room to layer in details that a short ad can't cover—benefits, usage, proof points, and a fuller sense of the product in action. A presenter who speaks confidently about the product can also heighten credibility; viewers tend to trust a knowledgeable host who comes across as genuine, which makes the product feel more reliable. And placing these segments inside the program rather than in a separate advertising break makes them look like editorial coverage, not a hard sell, which can improve receptivity and brand perception. With a strategy that uses off-peak scheduling and allocates a portion of TARPs to advertorials, you gain extended information, increased trust, and seamless integration into the viewing experience—together enhancing the overall TV campaign.

8. Who would engage a Benchmarking specialist?

- A. The TV Network**
- B. The Creative Agency**

C. The Client

D. The Media Agency

Benchmarking involves measuring how a campaign performs against external standards or peers to identify gaps and opportunities for improvement. The client is the one who would engage a Benchmarking specialist because they own the campaign goals and ROI targets and decide which external expertise to bring in. The client uses the specialist to set relevant benchmarks, gather data from the campaign and industry sources, and analyze key metrics—such as reach, frequency, efficiency, and impact on brand goals—to produce actionable recommendations for future media plans, creative testing, or budget decisions. While a network or agencies may use benchmarking insights, the initiative and funding typically come from the client, making them the responsible party to engage the specialist.

9. Which statement about BVOD's relationship to internet-enabled devices is true?

- A. BVOD on-demand content is accessible via internet-enabled devices such as smart TVs, tablets, and smartphones.**
- B. BVOD is accessible only on traditional satellite boxes.**
- C. BVOD can only be accessed on desktop computers.**
- D. BVOD content cannot be accessed on mobile devices.**

BVOD is video on demand from broadcasters delivered over the internet. Because it's online, it works on any internet-enabled device with the right app or browser. That includes smart TVs, tablets, and smartphones (and also desktops and streaming devices). So the statement that BVOD on-demand content is accessible via internet-enabled devices such as smart TVs, tablets, and smartphones captures how BVOD is designed to be watched across multiple devices connected to the internet. It isn't limited to traditional satellite boxes, nor restricted to desktops only, nor inaccessible on mobile devices—the essence is broad, internet-based access.

10. Why would you segment purchasers into Light, Medium, and Heavy purchasers?

- A. The greatest opportunity is always to upsell Light purchasers, who only purchase infrequently.**
- B. You should avoid targeting Heavy purchasers as they already love your brand.**
- C. You should review the segments to determine where the greatest opportunity is, sometimes Heavy users can be more 'valuable' e.g. represent more sales.**
- D. All segments are equally important.**

Segmenting purchasers by how much and how often they buy helps you see where the biggest growth opportunity really sits and how best to allocate your efforts. The idea is to compare the segments not by a blanket rule, but by where you can add the most value—which often means looking at heavy users who already drive a large share of sales and lifetime value, while also considering potential gains from light and medium buyers. This approach avoids assuming that upselling Light purchasers is always the best path or that Heavy purchasers are already perfect customers; it also avoids treating all segments as equally important without examining where incremental impact is highest. So you review the segments to identify where the greatest opportunity to increase revenue and retention actually lies.

Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at hello@examzify.com.

Or visit your dedicated course page for more study tools and resources:

<https://mfatv.examzify.com>

We wish you the very best on your exam journey. You've got this!

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