

Music Promotion Practice Test Questions and Answers

1. Define a brand.

- A) a type of advertising
- B) the inverse phase law
- C) a promise of quality and consistency
- D) It's higher quality than what's found in advertising so it looks better

2. In traditional media, there are:

- A) YouTube, Facebook video, Vevo and Vimeo
- B) newspapers, magazines, radio and television
- C) Facebook, Twitter and Instagram
- D) Google, Apple and Amazon

3. What does 'routing' a tour mean?

- A) Planning the geographic sequence of tour dates to minimize travel costs and maximize logical stops
- B) Choosing which songs to play in what order each night
- C) Deciding which streaming platforms will host the live album
- D) Selecting which crew members travel with the tour

4. The three parts of promotion are:

- A) fans, interaction, engagement
- B) followers, clients and customers
- C) communicating, interacting, measuring
- D) omni, cardioid and figure 8

Answers: 1-C 2-B 3-A 4-C

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