<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>A &amp; M</td>
<td>Advertising And Marketing</td>
</tr>
<tr>
<td>AAPI</td>
<td>The Advertising Agencies Association of India</td>
</tr>
<tr>
<td>ABC</td>
<td>The Audit Bureau of Circulation</td>
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<tr>
<td>Ad.</td>
<td>Advertising</td>
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<tr>
<td>AIO</td>
<td>Activities, Interests, Opinion</td>
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<tr>
<td>AIR</td>
<td>All India Radio</td>
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<tr>
<td>ASI</td>
<td>Ad Studies Inc.</td>
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<tr>
<td>ATR</td>
<td>Awareness - Trial-Reinforcement Theory</td>
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<tr>
<td>C2W</td>
<td>Contest 2 Win.com</td>
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<tr>
<td>CAC</td>
<td>Cognitive Affective Conative</td>
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<tr>
<td>CEO</td>
<td>Chief Executive Officer</td>
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<tr>
<td>CIP</td>
<td>Consumers Information Processing System</td>
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<tr>
<td>CS/D</td>
<td>Consumer Satisfaction/ Dissatisfaction</td>
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<tr>
<td>DAGMAR</td>
<td>Defining Advertising Goals for Measured Attitude Results</td>
</tr>
<tr>
<td>DD</td>
<td>Doordarshan</td>
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<tr>
<td>EKB</td>
<td>Engel, Kollat and Blackwell</td>
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<tr>
<td>EV</td>
<td>Expectancy value</td>
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<tr>
<td>FM</td>
<td>Frequency Modulation</td>
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<tr>
<td>FMCG</td>
<td>Fast Moving Consumer Goods</td>
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<tr>
<td>FNP</td>
<td>Federation of Newspaper Publishers</td>
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<tr>
<td>GRP</td>
<td>Gross Rating Points</td>
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<tr>
<td>HTA</td>
<td>Hindustan Thompson Associates</td>
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<tr>
<td>Abbreviation</td>
<td>Full Form</td>
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<tr>
<td>IMRB</td>
<td>Indian Market Research Bureau</td>
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<td>INS</td>
<td>Indian Newspaper Society</td>
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<td>ISC</td>
<td>Index of Social Characteristics</td>
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<tr>
<td>JMT</td>
<td>J.Walter Thompson</td>
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<tr>
<td>LTM</td>
<td>Long Term Memory</td>
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<tr>
<td>MNCS</td>
<td>Multi National Corporations</td>
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<tr>
<td>NRS</td>
<td>National Readership Survey</td>
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<tr>
<td>NRSC</td>
<td>National Readership Studies Council</td>
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<tr>
<td>O&amp;M</td>
<td>Ogilvy and Mather</td>
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<tr>
<td>PSV</td>
<td>Portland Site Valuation</td>
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<tr>
<td>RNI</td>
<td>Registrar for Newspaper Circulation in India</td>
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<tr>
<td>SR</td>
<td>Stimulus Response</td>
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<td>Values and Life Styles</td>
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<td>VCR</td>
<td>Video Cassette Recorder</td>
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<tr>
<td>WE</td>
<td>Weighted Number of Exposures</td>
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