

BMS Sem VI (Rev. 2017) Q.P. Code : 01997  
**Marketing: Media Planning & Management** 28/4/17  
 [Time: 2½ Hours] [Marks:75]

Please check whether you have got the right question paper.

- N.B:**
1. All the questions are compulsory.
  2. All the questions carry equal marks.

**Q.1** Answer any two of the following. 15

- a) What do you understand by the term media planning? Explain its scope.
- b) Explain the role of media planner.
- c) Explain in brief the different sources of media Research.

**Q.2** Answer any two of the following. 15

- a) Explain how do you decide on ideal Media Mix?
- b) Explain the factors affecting selection of Radio Media decision.
- c) Explain in brief the different steps in formulating media strategy.

**Q.3** Answer any two of the following. 15

- a) Explain the Methods of setting media budget.
- b) Explain the process of media buying.
- c) What is Media Scheduling? Explain the different scheduling strategies for creating impact.

**Q.4** Answer any two of the following. 15

- a) Explain the Basic metrics related to media measurement.
- b) Explain PLAN metrics in media measurement.
- c) Explain the different methods to evaluate Print media buying.

**Q.5** **CASE STUDY**

The fast moving consumer goods (FMCG) segment is the fourth largest Sector in the Indian Economy. The Market size of FMCG in India is estimated to grow from US \$ 30 billion in 2011 to US\$ 74 billion in 2018. Food products is the leading segment, accounting for 43 percent of the overall market. Personal care (22 percent) & Fabric care (12 percent) come next in terms of Market share. Growing awareness, easier access, & changing lifestyles have been the key growth drivers for the sector.

FMCG goods are popularly known as consumer Packaged goods. Items in this category include are consumables (other than groceries / pulses) People buy at regular intervals. The most common in the list are toilet soaps, detergents, shampoos, toothpaste, shaving products, shoe polish, packaged food stuff, & household accessories & extends to certain electronic goods. These items are meant for daily and frequent consumption & have a high return.

Rural areas expected to be the major drivers for FMCG, as growth continues to be high in these regions. Rural areas saw a 16 percent, as against 12 percent rise in urban areas. Most companies rushed to capitalize on this, as they quickly went about increasing direct distribution & providing better infrastructure companies are also working towards creating specific products specially targeted for the rural markets.

**Questions :**

As a media planner of the company :

1. How would you go about media planning decision for FMCG company? 7.5
2. What would be the Ideal media Mix available for FMCG products? 7.5