

Duration 2 ½ Hrs.

Marks:75

NOTE: All the Questions are compulsory

Q1 (A) Match the column. (Any 8)

(8)

	Group A		Group B
1	Gross Impression	A	IRS (Indian readership survey) 8
2	Media Research	B	Bursting strategies 2
3	Media Scheduling	C	Times of India 1
4	Media vehicle	D	Status Quo 3
5	Out-of- Home	E	Click through rate 6
6	Media budget	F	Top-down and bottom up 5
7	Internet buys	G	Plan Metrics
8	Reach	H	Neon signs 7
9	Media Mix strategy	I	Television metric 4
10	People meter	J	Media exposure to target audience 10

Q1 (B) State the following statements are True or False. (Any 7)

(7)

1. Reach indicates the number of times people in the target audience are exposed to a media vehicle during a given period of time.
2. Inflated balloons to display advertisements is not a type of OOH media
3. Out-of-home media advertising is focused on marketing to consumers when they are "on the go" in public places.
4. Newspapers are the most popular form of print media.
5. The consumer always connects with the teaser advertisement
6. Pulsing Advertising is same as Continuous advertising.
7. The concentrated advertising means to spend the entire advertising budget within one flight.
8. SOV's is also called as Share of voice
9. GRP stands for Gross Rating Plan.
10. Circulation is the average number of copies of a publication that are sold.

Q2. (A) Explain Media and Features of Media. (8)

(B) Explain the role and importance of Media in Consumer Buying Decision. (7)

OR

(C) Briefly explain the sources of Media Research (8)

(D) Explain the challenges of Media Planning. (7)

Q3. (A) What are the various types of Print Media? Explain the advantages of Print Media. (7)

(B) Explain the following media. (8)

1. In flight Media

2. In Store Media

OR

(C) What is Media Strategy? Explain the need for Media Strategy. (7)

(D) Explain the steps in Formulating Media Strategies (8)

Q4 (A) Explain the factors to be considered while framing a Media Budget. (7)

(B) Explain any four methods of setting a Media Budget. (8)

OR

(C) Briefly explain the Media buying process. (7)

(D) Explain the Media scheduling patterns. (8)

Q5 Case study Analysis

A luxury watch company from Switzerland is being launched in India. The watch competes with premium brands of watches. Hence the price charged for the same is premium. The company would intend to open exclusive stores in Mumbai and Delhi initially and later plans to expand across the country.

It aims to create a distinguished group of people like artists, explorers, leaders and visionaries who would possess the brand. The company aims to create a brand which is synonym with luxury and gets familiar to everyone who believes in precision, innovation and excellence. The brand needs effective media to reach its vision and expand its operations in India.

Questions

- a. As a media planner create a buying brief for the brand. (7)
- b. Briefly explain the role of media Planner. (8)

OR

Q5 Short notes (Any 3)

- a. Reach. (15)
- b. Arbitron Radio Rating.
- c. Gross Rating Points (GRP).
- d. TRP
- e. Evaluating Cinema Buys
