

Duration: 2.5 Hrs

Marks: 75

All Questions are compulsory
Each question carries equal marks

Q.1A) Select the correct option; (Any 8 out of 10)

08 marks

1. Clutter is defined as _____
 - a) A faulty broadband connection
 - b) Coarse paper stock
 - c) An overabundance of messages
 - d) A promotional tool
2. _____ is not a strength of magazines
 - a) shelf-life
 - b) inherent design flexibility
 - c) deadline flexibility
 - d) quality reproduction
3. A specific carrier within a medium category is _____
 - a) reach
 - b) frequency
 - c) impression
 - d) media vehicle
4. Media selections and scheduling decisions associated with delivering advertising constitute a _____
 - a) Media Plan
 - b) Message Weight
 - c) Media Kit
 - d) Problem Solving Equation
5. The flighting media schedule is _____
 - a) A hybrid strategy of scheduling
 - b) An intermittent pattern of high activity and low activity
 - c) A continuous pattern of messaging
 - d) Intermittent, intense activity within a continuous pattern
6. What is ABC?
 - a) American business circle
 - b) American business corporation
 - c) Audit Bureau of circulation
 - d) Asian Broadcasters corporation
7. The print medium continues to rely heavily on CPM to determine scheduling. What is CPM?
 - a) A percentage of impressions that results in a click
 - b) A percentage of households tuned to TV
 - c) The relative average cost to reach one thousand people
 - d) A payment received for each action

8. Reach is defined as _____
- Insufficient exposure to the target audience
 - The Number of times a reader is exposed to a message
 - The total number of duplicated exposures
 - The total number of unduplicated exposures
9. The implementation of media plan requires _____
- Media slot
 - Media mix
 - Media buying
 - Media selection
10. Media planners begin their work by doing media _____
- research
 - message
 - buying
 - selling

Q.1B) Match the column (any 7 out of 10)

07 marks

1	CPM	A	Measuring the effectiveness Method
2	Continuity	B	Emerging media option
3	IRS	C	Opportunity to see
4	Clutter in outdoor	D	Measuring brand and category index
5	frequency	E	Gross impression
6	GI	F	Number of times an ad is repeated in a given period of time
7	Diary method	G	When too many hoardings are placed next to each other
8	BDI and CDI	H	Cost per thousand
9	Mobile advertisement in India	I	Indian readership survey
10	OTS	J	When an ad runs in the media for a long time without any gap

Q.2a) "Several factors affect your media planning decisions." – Explain a few with examples.

08 marks

Q.2b) Who is a media planner? What are the role and functions of a media planner?

07 marks

OR

Q.2c) "Media planning is not free from challenges." - Elaborate

08 marks

Q.2d) What is media research? Explain any two sources of media research.

07 marks

Q.3a) Explain the advantages and limitations of Newspapers as a media.

08 marks

Q.3b) What is media strategy? Why is media strategy needed?

07 marks

OR

- Q.3c)** What is Out of Home (OOH) media? Explain with example any two type of out of Home (OOH) media. **08 marks**
- Q.3d) Explain:** **07 marks**
- a) Gaming media
 - b) In flight media
- Q.4a)** What are the methods of setting a media budget? **08 marks**
- Q.4b)** What is media scheduling? Explain main scheduling strategies with diagram. **07 marks**

OR

- Q.4c)** What is media buying? What are its main objectives? **08 marks**
- Q.4d)** Make a list of the factors that affects your media scheduling strategies. **07 marks**
- Q.5a)** Explain the importance of reach and frequency in the media measurement process. **08 marks**
- Q.5b)** What are television metrics? How are they useful in evaluating the effectiveness of an ad campaign on TV? **07 marks**

OR

- Q.5c) Write short notes on the following: any three (5 marks each)** **15 marks**
- A. Radio as a media
 - B. Qualities of a media planner
 - C. Mobile as a new media
 - D. Reach & frequency
 - E. Buying Brief

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