

Duration: 2.5 Hrs.

Marks: 75

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

08 marks

1. \_\_\_\_\_ is not a strength of magazines
  - a) shelf-life
  - b) inherent design flexibility
  - c) deadline flexibility
  - d) quality reproduction
2. Clutter is defined as \_\_\_\_\_
  - a) A faulty broadband connection
  - b) Coarse paper stock
  - c) An overabundance of messages
  - d) A promotional tool
3. Reach is defined as \_\_\_\_\_
  - a) Insufficient exposure to the target audience
  - b) The Number of times a reader is exposed to a message
  - c) The total number of duplicated exposures
  - d) The total number of unduplicated exposures
4. Which of the following is a key component of media planning that involves only with determining where and when to place advertisements?
  - a) Media Strategy
  - b) Media Mix
  - c) Media Scheduling
  - d) Media Buying
5. A media plan is typically developed based on:
  - a) Creative Execution
  - b) Brand Reputation
  - c) Marketing Objectives
  - d) Market Valuation
6. Media buying involves:
  - a) Negotiating prices with media vendors
  - b) Selecting the most suitable media channels
  - c) Developing creative advertisements
  - d) Evaluating campaign effectiveness

7. What term refers to the cost of reaching one thousand individuals with an advertising message?
  - a) Cost per Click
  - b) Cost per Exposure
  - c) Cost per Interaction
  - d) CPM
8. The process of analyzing the effectiveness of media campaigns and making adjustments for improvement is known as:
  - a) Media Assessment
  - b) Media Evaluation
  - c) Media Monitoring
  - d) Media Analysis
9. The total number of times an advertisement is seen by the target audience is measured by:
  - a) Advertising Impressions
  - b) Media Exposure
  - c) Advertising Frequency
  - d) Media Reach
10. Which term refers to the comprehensive strategy outlining where and when advertisements will be placed to achieve marketing objectives?
  - a) Advertising Blueprint
  - b) Media Strategy
  - c) Audience Targeting
  - d) Market Analysis

**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) Explain with examples the factors affecting media planning decisions. **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) Explain with example any two type of out of Home (OOH) media. **08 marks**

Q.3d) Explain any three New media of advertising with its merits and demerits. **07 marks**

Q.4a) What is media budget? What are the factors affecting the media budget? **08 marks**

Q.4b) What is media scheduling? Explain any three media scheduling strategy. **07 marks**

**OR**

Q.4c) What is media buying? What are the main objectives of media buying? **08 marks**

Q.4d) What are the factors affecting your media scheduling strategies. **07 marks**

Q.5a) Explain the importance of reach and frequency in the media measurement process. **08marks**

Q.5b) What are television metrics? How are they useful in evaluating the effectiveness of a TV ad? **07 marks**

**OR**

Q.5c) Write short notes on **any three** of the following: (5 marks each) **15 marks**

1. Radio as a Media
2. Features of Media
3. ABC (Audit Bureau of Circulation)
4. Transit Media
5. BDI and CDI