

Ty Bms - media planning & management

Q.P. Code :01995

[Time: 2.5 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.

- a) What do you understand by the term media Planning? Explain the elements of Media Planning.
- b) Explain the role & importance of Media in Consumer Buying Decision.
- c) Explain in brief the sources of Media research.

15

Q.2 Answer any two of the following.

- a) What do you mean by the term Media Mix? Explain the need for Media mix.
- b) Explain the factors affecting selection of Television Media Decision.
- c) Explain in brief the different steps in formulating Media strategy.

15

Q.3 Answer any two of the following.

- a) What is Media Budget? Explain the importance of media Budget.
- b) Explain the elements of Media Buying brief.
- c) What is Media scheduling? Explain scheduling Pattern with reference to continuity, Flighting & pulsing.

15

Q.4 Answer any two of the following.

- a) Explain the Basic Metrics related to media measurement.
- b) Explain the various Television metrics in Media measurement.
- c) Explain the different methods to evaluate print media Buying.

15

Q.5 Case study

Indian Mutual Fund Industry in on a growth trajectory, the average asset under management (AUM) of India Mutual Fund Industry has crossed Rs 17.83 lakh crores for the month of January 2017 (Source AMFI).

A New Asset management company (AMC) has entered the Mutual Fund space and is looking to grow in this space.

In an internal meeting the chairperson & Managing Director Ms. krisha asked their core team to brainstorm & delebrate how they can establish themselves as a creditable Mutual Fund Company and win investor's confidence.

After delebrations & discussions the team suggested the following focus areas:

- 1) Need to create awareness of Mutual Funds in Tier B Cities.
- 2) Encourage investors to start monthly systematic Investment Plans (SIP'S) initially to build Confidence and trust & later scale up to make larges investments.
- 3) Cash on the Tax Savings Season by selling equity linked Savings Schemes (ELSS) where an investor can claim deduction if he/she saves up to Rs 1,50,000/- in a Financial Year under Section 80 c of Income Tax Act. It was observed that investors make the Tax savings decisions last minute in the month of January, February, or March.
- 4) One of the team member Roobin reminded the team to adhere to the Mutual Fund advertisement guidelines where all disclaimers should feature.

15

The Company aspires to Create a trustworthy Mutual Fund brand in the long run, however doesn't want to miss the Tax savings season The Company has a budget of one crore only & has appointed you as a consultant to guide Ms. Krishna.

- a) Develop a media plan highlighting the media mix & Media vehicles for Mutual Fund offering.
- b) Which media Scheduling strategies should the Mutual Fund Company adopt, Justify?

7.5

7.5