

Date: 30/09/2024
Duration: 2 ½ Hours

Total Marks: - 75

Q.1) a) Multiple Choice Questions (Any 8)

8 Marks

1. 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
2. What is ABC?
 - a) American business circle
 - b) American business corporation
 - c) Audit Bureau of circulation
 - d) Asian Broadcasters corporation
3. 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
4. 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
5. The implementation of media plan requires _____
 - a) Media slot
 - b) Media mix
 - c) Media buying
 - d) Media selection
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:
- Advertising Impressions
 - Media Exposure
 - Advertising Frequency
 - Media Reach
10. Which term refers to the comprehensive strategy outlining where and when advertisements will be placed to achieve marketing objectives?
- Advertising Blueprint
 - Media Strategy
 - Audience Targeting
 - Market Analysis

b) True or False (Any 7)

7 Marks

- GRP stands for Gross Rating Power.
- SOV or share of voice is used to get a sense of media weights in a competitive context.
- Stickiness Index Program = TRP/Reach of Program * 100
- Circulation is the average number of copies of publications that are sold.
- It is not required to monitor the inflation in media buying.
- Concentrated advertising scheduling is the combination of both fighting and continuous advertisements.
- CPRP = Cost/GRP's.
- Gross impressions are added and they are a simple average.
- Offering a gift with a purchase is an example of persuasion.
- It is not required to monitor the inflation in media buying.

Q.2) Answer the Following

15 Marks

- A. Explain with examples the factors affecting media planning decisions.
B. Who is a media planner? What are the role and functions of a media planner?

OR

- C. Explain various sources of media research.
D. What is media research? Explain any two sources of media research.

15 Marks

Q.3) Answer the Following

- A. Explain the need for a Media mix.
B. Explain the factors that are affecting Print Media Decisions.

OR

- C. What are the steps involved in formulating Media strategies?
D. Briefly explain OOH Media.

15 Marks

Q.4) Answer the following

- A. Explain any three methods of setting a media Budget.
B. What is the importance of media budgeting?

OR

- C. Explain the scheduling patterns
- D. Explain scheduling strategies for creating impact.

Q.5) Answer the following

15 Marks

- A. Explain the importance of reach and frequency in the media measurement process
- B. Explain the evaluation of Radio buys and Cinema buys.

Q.5) Short notes (Any 3 out of 5)

1. Transit Media
2. BDI and CDI
3. Types of OOH
4. Challenges of Media planning
5. Gross Rating Points