

Time: 2 ½ Hours

Marks: 75

Note. 1) All the questions are compulsory.

2) Figures to the right indicate full marks.

Q 1 A. Answer the following questions by choosing the correct alternative. [08]

- 1] Interactive media can be best described as _____.
- (a) Customized Marketing Messages
(b) Marketing Communications Mix
(c) Marketing Mix
(d) Media that allow two-way messages between company and consumer
- 2] Print advertising is sometimes also called _____.
- (a) Business Advertising (b) Press Advertising
(c) Electronic Advertising (d) Media Advertising
- 3] _____ refers to a specific method of media used by companies to deliver advertising messages to targeted customers.
- (a) Media Vehicle (b) Media Mix (c) Media Methodology (d) Media Dispersion
- 4] Media Buying refers to buying _____ in the selected media.
- (a) Property (b) Vehicles (c) Video (d) Time and space
- 5] Media measurement measures how the audience actually consumes the _____.
- (a) Media communication (b) Information (c) Media utilisation (d) Planning
- 6] The job of _____ is to determine the best combination of media to achieve the marketing campaigns.
- (a) Media communication (b) Media Planner
(c) Media utilisation (d) Media reach
- 7] _____ is the limitation of using radio in a media plan.
- (a) Cost effective (b) Time effective
(c) Measurable Results (d) Visual appeal
- 8] Media selections and scheduling decisions associated with delivering advertising constitute a _____.
- (a) Media plan (b) Media kit
(c) Problem Solving Equation (d) Message Weight
- 9] _____ is not a role of Media Buyer.
- (a) Negotiation (b) Space and Time Booking
(c) Vendor Management (d) Financing
- 10] Media planning and buying is the process of strategizing, negotiating, and purchasing _____.
- (a) Ad placements, or "inventory." (b) Goods (c) Services (d) Ideas

Q.1.B. State whether the Following statement is True OR False. [07]

- 1] Television is a type of media that uses moving pictures and sound to share information or entertainment.
- 2] Media research helps people who create advertisements understand if their ads are being seen by the right audience.
- 3] Billboards are a type of "out of home" media.
- 4] If a TV ad played during a very popular show and many people saw it, it was likely a bad deal.
- 5] Media research helps people who create advertisements understand if their ads are being seen by the right audience.
- 6] When we look at how many copies of a newspaper were printed, that tells us exactly how many people read it.
- 7] If it costs more money to show an ad on TV than on a website, that's something to consider in the media budget.
- 8] A buying brief is like a list of important things that a media buyer needs to know before they start buying ad space.
- 9] Reach indicates the number of times people in the target audience are exposed to a media vehicle during a given period of time.
- 10] All India Radio offers program in English language only.

Q.2. Answer the following.

- A] What is Media Planning? Discuss the role of Media in Business. [08]
 - B] Explain the media planning process in detail. [07]
- OR**
- C] "Media planning is not free from challenges." - Elaborate. [08]
 - D] Explain the various sources of media research. [07]

Q.3 Answer the following

- A] What is Media Mix? Factors affecting media mix decisions. [08]
 - B] What is Out-of-Home (OOH) media? Explain types of OOH media. [07]
- OR**
- C] What is Media Strategy? Explain the steps in formulating media strategy. [08]
 - D] Explain the factors affecting selection of Print Media decisions. [07]

Q.4. Answer the following

A] What is the Media budget? Explain the methods of setting media budgets. [08]

B] Explain the factors affecting media scheduling strategies? [07]

OR

C] What is media buying? Discuss the steps in the media buying process. [08]

D] What is media scheduling? Explain scheduling patterns. [07]

Q.4. Answer the following

A] Explain the different ways of evaluating Television media buying. [08]

B] Explain the key parameters for evaluating Print Media buys. [07]

OR

C] Write Short Notes (Any Three) [15]

1] Cumulative reach

2] Selectivity Index

3] Bench marking Matrix

4] Mobile Media

5] National Readership Survey
