

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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