

(2.5 Hours)

[Total Marks: 75]

N. B:

1. All questions are compulsory
2. Use of a Calculator is permitted.
3. Cellular phones are not allowed

Q1) CASE STUDY: -

(15)

Create a Media Plan for Tata Altroz Racer Cars in the price range of Rs. 10.00 – 16.99 Lakhs. The schedule will last for two months. The advertisements are in colour. The budget for the print campaign is Rs 3 crores (3,00,00,000).

Size: Magazine: - Single and/or double spread Newspaper: - Half page

Use the rate card given below:

Dailies	Readership (000's)	Rate (in sq cm)	Magazine	Readership (000's)	Rate (Full Page Colour)
The Times of India	8221	4640	India Today (W)	6290	6,80,000
Indian Express	111	1659	Business World (W)	750	3,75,000
The Economic Times	1290	2850	Outlook (W)	2281	3,90,000
Dainik Bhaskar	16239	2669	Dalal Street Investment Journal (F)	500	3,50,000
The Hindu	3670	1840	Express Hospitality (F)	105	1,50,000
Eenadu (Telugu)	1790	351	Money Today (F)	2202	2,22,000
Dainik Jagran (Hindi)	22345	2050	Reader's Digest (M)	505	2,40,000
Punjab Kesari	4427	330	Sport Star (W)	1125	1,20,000
Mathrubhumi (Malayalam)	6440	855	The Week (W)	1219	2,75,000
Rajasthan Patrika (Hindi)	1770	972	Femina (W)	1041	2,60,000

Quarter Page size equals 400 sq cm [25 cm(h) X 16 cm(w)]

Q.2 Attempt any one between 2A.1 and 2A.2, along with 2.B [i.e. (Attempt either 2A. 1 OR 2A. 2 for 8 marks) and 2.B. for 7 marks

Q2) A) 1)

	Media 1	Media 2
Reach	40	30
Frequency	12	10
Average Exposure cost	35000	55000
Budget	5,50,000	6,00,000

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Find the % TA, GRP and CPRP for Media 1 and Media 2. (8)  
OR

Q2) A) 2) Answer the following: -

30,000 people see an advertisement 5 times, 50,000 people see an advertisement 3 times, and 20,000 people see an advertisement 5 times. Total cost of advertising is 90,000. Universe is 1,50,000. Find the reach %, GVT & CPT. (8)

Q2) B) Find the average frequency of the advertisement in the magazine using the data given below: (7)

Readership of Magazine A= 35,000, Magazine B= 20,000; Magazine C= 55,000

Duplication of Magazine A with Magazine C = 3000

Duplication of Magazine B with Magazine A = 2000

Duplication of Magazine C with Magazine B = 4000

No of insertion of Magazine A=3, Magazine B=6, Magazine C=5.

OR

Q2) C) Write a detailed note on media planning process. (15)

Q3) A) Explain the following concepts: CPRP, Reach, Split run, TRP (8)

Q3) B) What are the challenges in Media planning. (7)

OR

Q3) C) Explain the different Media Scheduling Strategies. (8)

Q3) D) What are the factors affecting the choice of a Media Mix. (7)

Q4) A) Explain Digital Sales Funnel in brief. (8)

Q4) B) Explain Programmatic Buying and DSP (Demand side platform) (7)

OR

Q 4) C) Explain six successful negotiation Strategies in brief. (8)

Q 4) D) Write a short note on Media Brief (7)

Q5) Write Short Notes (Attempt any 3) (15)

a) NCCS Grid

b) Audit Bureau of Circulation

c) Transit Advertising

d) Media Audit

e) Affiliate network

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