

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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