(2.5 Hours) [Total Marks: 75]

NB:

1. Read the questions carefully before answering

2. Figures to the right indicate the full marks

3. Give example when necessary

4. Calculator is allowed

Q.1 Answer the following 15

A Create a Media Plan for the Reliance Jio telecommunication company. The schedule will last two months. The advertisements are in colour. The budget for the print campaign is three crores (30000000).

Size:

Magazine: Single and/ or double spread

Newspaper: Half page

Use rate card given below

Dallies	Readership 000's	Rates (in sq cm)	Magazine	Readership 000's	Rate (Full page) colour
The Times of India	15904	4476	India Today (W)	8151	650000
Hindustan times	10904	4270	Kumudam (Tamil) (W)	910	285000
Business standard	1870	1536	Ananda Vikatan (Tamil) (W)	890	229,000
The Economic Times	3150	2300	Business India (F)	988	270,000
Lokmat Times (Marathi)	19282	2980	Forbes India (F)	670	800,000
Vijay Karnataka (Kannada)	1790	390	Vanitha Malayalam (W)	8250	246000
Malayala Manorama (Malayalam)	1760	1080	Mathrubhumi (W)	820	240,700
Mathrubhumi (Malayalam)	1240	890	Discover (M)	3210	256000
Dainik Jagran (Hindi)	73673	1650	National Geographic (M)	1715	323000
Amar Ujala (Hindi)	43775	1072	Grih Shobha (Hindi) (M)	2783	155000

Rate: Quarter page size equals 400 sq.cm. (25 cm (h) x 16 cm (w)

Q 2 Answer the following

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]

A 2a. 1 Answer the following:
Media 1: Reach = 57 %, Frequency = 7, TPC = 5, 70,000, AEC = 59,000
Media 2: Reach = 66%, Frequency = 7, TPC = 4, 95,000, AEC = 58,000
Find the % TA, GRP and CPRP for Media 1 and Media 2 8

2a.2 Answer the following   8

42,000 people see an advertisement 4 times, 40,000 see an advertisement 5 times and 56,000 people see an advertisement 7 times. The universe is 437,000. The total Cost of Advertising is 98,000. Find Reach%, GVT & CPT.

B Find the average frequency of the advertisement in the magazine using the data given below: 7
Readership: Magazine A=57,000, Magazine B= 47,000 ,Magazine C= 87,000
Duplication of Magazine A, with Magazine C= 6,000,
Duplication of Magazine B, with Magazine A= 6,000,
Duplication of Magazine C, with Magazine B= 5,500,
Insertion: Magazine A=5, Magazine B=7, Magazine C=2

OR

C Discuss the function of Media planning in advertising. What are the various Challenges in Media   15
planning

Q 3   Answer the following
A Explain various criterion for selecting media vehicles   8
B Explain some key negotiation skills essential in the field of media buying: 7

OR

C What is Media Mix? Discuss Factors Affecting Media Mix Decision.   8
D Discuss Keys aspects of BARC   7

Q 4   Answer the following
A Explain Advantages & Disadvantages of Television as Advertising Medium   8
B Discuss Media objectives and target audience analysis   7

OR

C Explain various factors involved in television buying for advertising   8
D Key components and features of Google Ads   7

Q 5   Write short notes on any three of the following: 15
a New Consumer Classification System (NCCS)
b Frequency
c CPRP
d Advertising Networks
e Influencer marketing in digital media buying

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