

Duration: 2 ½ Hours

Total Marks: - 75

Q.1) a) Multiple Choice Questions (Any 8)

8 Marks

1. _____ media is a good source of promotion for mass communication of FMCG Products.

- a) Pamphlet b) Magazines c) Television d) Newsletters

2. _____ indicates a percentage of target audience who is exposed at least once in a given period to a particular media vehicle.

- a. Reach b. Frequency c. Cumulative Reach d. All

3. _____ is all about information about the market we are catering to.

- a. Market Analysis b. Media Objective c. Frequency d. None of the above

4. _____ method is a 'let's not rock the boat', or 'if something's going well, why fix it' way of setting budgets.

- a) Status quo b) Change the system c) Fire all employees d) Adjusting inflation

5. In the _____ a diary with quarter hour times slots across the rows, and channels across the columns is given to a panel.

- a) diary system b) People meter c) TRP/TVR-Television Rating Points d) All

6. In _____ the advertising budget is set as a percentage of sales.

- a. Advertising-Sales (A-S) Ratio b. Case Rate and Advertising to Margin Method c. SOV-SOM Method d. None of the above

7. _____ is not a strength of magazines.

- a. shelf line b. deadline flexibility c. inherit design flexibility d. quality reproduction

8. This method is slightly modified version of the 'status-quo' method.

- a. Inflation adjusted method b. Status-quo c. SOV-SOM Method d. Yardstick Method

9. This scheduling involves advertising the message evenly throughout a given period.

- a. Continuity b. Concentrated Advertising c. Fighting Advertising d. Pulsing Advertising

10. In _____ the ad gets aired across all channels at the same time, ensuring that the consumer is not able to miss the communication even if he changes the channel.

- a. Day or Day-part Emphasis b. Multiple Spotting c. Teasers d. Road-blocking strategy

b) True or False (Any 7)

7 Marks

1. Television media is one of the most expensive media.
2. Teasers can be spots aired on T.V. or radio, or even print ads carried in the same or successive issues.
3. Pulsing Advertising scheduling is the combination of both continuous and fighting advertisements.
4. The peplemeter comprises of two units-a remote to register the viewer details, and a channel monitoring device attached to the TV which records the channel being watched.
5. A measure called stickiness actually helps look beyond the TRP.
6. GRP stands for Gross Rating Power.
7. SOV or share of voice is used to get a sense of media weights in a competitive context.
8. Stickiness Index Program = $\text{TRP/Reach of Program} \times 100$
9. Circulation is the average number of copies of publication that are sold.
10. It is not required to monitor the inflation in media buying.

Q.2) Answer the Following

15 Marks

- A. Explain the Features of Mass Communication.
- B. What are the factors Influencing Media Planning Decision?

OR

- C. Explain various sources of media research.
- D. Explain the factors Influencing Media Planning Decision

Q.3) Answer the Following

15 Marks

- A. Explain the need for a Media mix.
- B. Explain the factors that are affecting Print Media Decisions.

OR

- C. Explain the need for Media Strategy.
- D. Briefly explain OOH Media.

Q.4) Answer the following

15 Marks

- A. Explain any three methods of setting a media Budget.
- B. Explain the role of media buyer.

OR

- C. Explain the scheduling patterns
- D. Explain scheduling strategies for creating impact.

Q.5) Answer the following

15 Marks

- A. Explain basic metrics in detail.
- B. Explain the evaluation of Radio buys and Cinema buys.

OR

Q.5) Short notes (Any 3 out of 5)

- 1. Share of Voice
 - 2. Gross Rating Points
 - 3. Target group
 - 4. Challenges of Media planning
 - 5. Dairy v/s People meter
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