

- vii) OOH stands for _____.
- | | |
|-----------------|--------------------|
| a) Out of Habit | b) Out of Hearing |
| c) Out of Home | d) Out of Handling |
- viii) Media strategy is formulated after _____.
- | | |
|---------------|-----------------------|
| a) Production | b) Recruitment |
| c) Packaging | d) Situation analysis |
- ix) Pulsing combines _____.
- | | |
|--------------------|-----------------------------|
| a) Print and TV | b) Continuity and Flighting |
| c) Budget and Cost | d) Reach and Frequency |
- x) Media budget refers to _____.
- | | |
|--------------------|---|
| a) Production cost | b) Allocation of funds for media activities |
| c) Sales revenue | d) Profit margin |

B) State whether the following statements are true or false. (Any 07)

[07]

- i) Media planning has no relation to marketing objectives.
- ii) Roadblock strategy involves placing ads simultaneously across channels.
- iii) Regulatory framework and legal aspects are irrelevant in media planning.
- iv) Average Opportunity to See (AOTS) measures frequency of exposure.
- v) TRP is used to measure print media performance.
- vi) Cost Per Thousand (CPT) is commonly used in print media evaluation.
- vii) Media strategy is formulated without conducting situation analysis.
- viii) Reach and Coverage Study is a source of media research.
- ix) Gaming and interactive media are traditional media forms.
- x) Television offers audio-visual impact to advertisers.

Q. 2 Answer the following.

- a) Explain the elements of media planning.
- b) Elucidate the role and importance of Media Research.

[08]

[07]

OR

- c) Explain the Media planning process in detail. [08]
- d) Elaborate on the scope of media planning. [07]

Q. 3 Answer the following.

- a) Explain the factors affecting media mix decisions. [08]
- b) Discuss the advantages and disadvantages of out-of-home media. [07]

OR

- c) Discuss the various types of print media and analyze their disadvantages in detail. [08]
- d) Discuss the steps in formulating a media strategy. [07]

Q. 4 Answer the following.

- a) Discuss the methods of setting a media budget. [08]
- b) What is media scheduling? Explain the main scheduling strategies along with diagrams. [07]

OR

- c) Explain the factors affecting media scheduling strategies. [08]
- d) Elaborate on the importance of media budgeting. [07]

Q. 5 A) Answer the following.

- i) Explain different ways of evaluating Television media buying. [08]
- ii) Explain the components to be considered while buying print media. [07]

OR

B) Short Note: (Any 3) (5 marks each) [15]

- i) Buying Brief
- ii) Interactive media
- iii) Brand Development Index (BDI)
- iv) Audit Bureau of Circulation
- v) TRP

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