

Time 2.5 hours

Marks: 75

Note Below:

- 1) All Questions are compulsory
- 2) Figures to the right indicate full marks
- 3) Give suitable examples wherever necessary

Q1) Attempt **any two** of the following

15

- a) What is media planning? Explain the different elements of media planning.
- b) Explain the role and importance of media in consumer buying decision.
- c) Explain the following terms:
 - (i) Audit Bureau of Circulation
 - (ii) National Readership Survey
 - (iii) National Television Study

Q2) Attempt **any two** of the following

15

- a) Explain the need for media mix.
- b) Explain the different types of print media.
- c) Explain the different components of media strategy

Q3) Attempt **any two** of the following

15

- a) What do you mean by Media Budget? Explain the factors to be considered while framing a budget.
- b) Explain the elements of buying brief.
- c) What is media scheduling? Explain the importance of media scheduling.

Q4) Attempt **any two** of the following

15

a) Explain the following terms with reference to media measurement:

(i) Reach (ii) Peoplemeter (iii) TRP

b) Write a brief note on benchmarking metrics

c) Explain the following:

(i) Evaluating Radio Media Buying

(ii) Evaluating Cinema Media Buying

Q5) Read the following case study & answer the questions below

15

Media planning is the process of deriving the best strategy to reach the largest audience through an effective use of the marketing mix, using appropriate channels. Media planning starts with an analysis of the consumer behavior patterns of a customer's target audience. This could be TV, radio, print, or online. The next step is to devise a relevant advertising strategy across those channels. The selection of media for advertising can sometimes prove tricky for small firms with limited budgets and know-how. Advertisements through national level television and newspapers, are often too expensive for a company that services only a small target market. The important challenge is to translate marketing requirements in to attainable media objectives and then to execute and monitor the strategy to achieve the desired goal. The end-to-end process of media planning and execution involves collaboration between various stake holders. This includes advertising, planning, agencies, creative agencies, broadcaster's ad monitoring agencies, all of whom are involved during different stages of the process.

Questions:

a) Explain the role of media planner.

b) Explain the challenges of Media Planning.
