

Time 2.5 hours

Marks: 75

Note:

1. All Questions are compulsory
2. Figures to the right indicate full marks

Q.1 A) Match the column (Any 8)

(08)

No	Column A	No	Column B
1	OTS	A	Gross Impressions
2	Continuity	B	Measuring TV effectiveness
3	IRS	C	No of Times a prospect is exposed to a advertisement
4	SD	D	Emerging Media Option
5	Clutter in Outdoor	E	Aim a radio or TV program at specific, limited audience or consumer
6	Narrowcasting	F	When too many hoardings are placed next to each other.
7	Mobile Advertisement in India	G	Standard Definition
8	Frequency	H	Indian Readership Survey
9	Dairy Method	I	When an ad runs in media for a long period without any gap
10	GI	J	Opportunity to See

Q.1 B) State whether the following statements are True or False (Any 7)

(07)

1. The word media is derived from the Latin word 'Middle'
2. Geographic coverage is one of the elements of media mix.
3. Reach Indicates a percentage of target audience who is exposed at least ones in a given period to a particular media vehicle.
4. The TRP stands for TAM rating Points.
5. Pulsing is same advertising intensity across the year.
6. You start as an editor in chief in a media company as new recruit.
7. Radio has the maximum reach as compared to all media vehicles.
8. OOH stands for Option to Outdoor Home.
9. Slow internet speed is one of the challenge by internet advertising.
10. Most Media companies work on fixed rates and no negotiations.

Q.2 (A)What is Media planning? Discuss the role of Media in business.

(08)

(B) What is Media Mix? Discuss the types of media mix decision.

(07)

OR

(C) Briefly explain the role and importance of media research.

(08)

(D) Explain briefly the different sources of media research.

(07)

Q.3 (A) Explain the factors affecting selection of Radio as choice of communication.

(08)

(B)What is Media strategy? Explain the steps in formulating media strategy.

(07)

OR

(C) What is Media budget? Explain any four methods of setting media budget.

(08)

(D) What is media scheduling? Explain scheduling patterns.

(07)

Q.4 (A) Explain the following concepts

i) Selectivity Index ii) Circulation iii) GRP iv) GI

(08)

(B)What is a Media buying? Discuss the steps in media buying process.

(07)

OR

(C)Explain the different ways of evaluating Television media buying.

(08)

(D) Write a note on Basic Metrics.

(07)

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

Jinal Dance Academy is a popular dance and fitness academy and known to train kids from 03 years old's to senior citizens in various dance forms like Bollywood, Hip-hop, contemporary and traditional dance forms like Garba. Recently one of her dance teachers showed Jinal a video of Rhythmic Gymnastics as a dance form and also Ariel Dance with use of Silk ropes, straps and hoops where the performers have to perform the act suspended in the air.

Jinal was excited to see this new form and wanted to incorporate this in to her dance forms that she teaches however she will require more space and skilled teachers to the train the participants Her associates also mentioned that since its summer break lot of school and college students would like to combine dance and fitness and this new form of dance and fitness will be perfect for Jinal to launch it in all India in all her 43 branches.

Jinal has a question as to should she advertise on local TV cable however her associate told her that in the era of Netflix and Amazon Prime TV cable is not watched by students, she then though outdoors however her associates are recommending online marketing. Jinal being old school doesn't understand much of media so she has these two questions for you to help her.

Questions:

- (i) Develop a media plan highlighting the media mix and media vehicles for Rhythmic Gymnastics and Aerial Dance for Jinal dance Academy. **(08)**
- (ii) Which media scheduling strategies should Jinal Dance Academy adopt? Justify. **(07)**

OR

Q5 B) Write short notes on any 03 out of 05 (15)

- 1. Flighting
- 2. People meter
- 3. GRP
- 4. Internet Marketing
- 5. Cumulative Reach
