

MEDIA PLANNING

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Time : Three hours

Maximum : 75 marks

PART A — (5 × 3 = 15 marks)

Answer any FIVE in about a paragraph each.

1. Product packaging.
2. Target Consumer.
3. Marketing mix.
4. Media reach.
5. Cost per thousand.
6. Brand management.
7. Ear panels.
8. Super special spot.

PART B — (5 × 6 = 30 marks)

Answer any FIVE in about a page each.

9. Explain media brief.
10. How will you evaluate the market scenario for a washing powder?
11. List some tools to measure the audience reach.
12. Elaborate on how you will understand the media preferences of your audience?
13. Will you go in for a minimal budget with minimum reach or gamble for a maximum reach? Justify.
14. What type of data is collected from in depth interview? What are the pros and cons of such data?
15. Media strategy is devised with the existing market condition for the product. Do you agree? Elaborate.
16. Examine the advantages and limitations of a nationwide sample study.

PART C — (2 × 15 = 30 marks)

Answer the following in about 3 pages each.

17. (a) Media mix is a key issue in releasing ads for the product that should be both efficient and cost effective. How is it achieved?

Or

- (b) A local sweets maker wants to expand and requires a media plan. What will you suggest? Why?

18. (a) What is TV rating? Are they reliable? Discuss its merits and demerits.

Or

- (b) Is radio an effective medium of advertising? Illustrate your answer.
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