

**MEDIA PLANNING**

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**Time : Three hours****Maximum : 75 marks****PART A — (5 × 3 = 15 marks)**

Answer any FIVE of the following in about a paragraph each.

1. Write about consumer knowledge.
2. What do you understand about competition in media planning?
3. What is frequency?
4. What is DARI?
5. Define media mix.
6. What are the uses of flow chart?
7. Write about gross impression.
8. Explain media strategy.

**PART B — (5 × 6 = 30 marks)**

Answer any FIVE of the following in about a page each.

9. What are the basic measurements of media?
10. Explain the application of brand development index.
11. Write about inter media comparisons.
12. How you can fix target audience at minimum cost?
13. Explain the application of Quantative and Qualitative data in media strategy.
14. Explain T.V. Ratings.
15. What are the contents of media planning?
16. Explain minimum effects frequency.

**PART C — (2 × 15 = 30 marks)**

Answer the following in about 3 pages each.

17. (a) Examine the key factor influencing media planning for a consumer durable goods.

Or

- (b) Suggest a suitable media for advertising the particular brand of soft drink? Give your justification.

18. (a) Write an essay on media strategy.

Or

- (b) Draw a media planning with imaginary facts for a product as you like.
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