

[A-56]

No. Of Printed Pages: 43

SARDAR PATEL UNIVERSITY

T.Y.B.A. Advanced (6th SEMESTER) (CBCS) EXAMINATION March/April -2016

Date: 05/04/2016 Tuesday

Time: 2:30 pm to 4:30 pm

UA06EEJM02: Media Planning and Buying

Total Marks: 60

Q1 WRITE 15 OUT OF 15 (each carry one mark)

- 1) In terms of the increasing complexity in media buying and selling, \_\_\_\_\_ often employ(s) communications vehicles outside traditional media planning, such as public relations activities, sales promotion, and direct marketing.
    - A) mixed-media approaches
    - B) recency planning
    - C) road blocking
    - D) pulsing
  - 2) Companies employ the elements of the \_\_\_\_\_ (product concept, target audience, advertising message, and communications media) to devise strategies to achieve advertising objectives.
    - A) synergistic approach
    - B) creative mix
    - C) advertising impression
    - D) message weight
  - 3) In terms of the scope of media-planning activities, which of the following is the purpose of the situation analysis?
    - A) To determine what to communicate through ads
    - B) To understand the marketing problem
    - C) To compare and select the best media within broad classes
    - D) To plan activities that will solve one or more of the marketing problems
  - 4) In terms of message-distribution objectives, which of the following is a definition of reach?
    - A) It refers to a measure of the intensity of a schedule based on repeated exposures to the medium.
    - B) It refers to total size of the audience for a set of ads or an entire campaign.
    - C) It refers to the total number of unique people exposed to a medium during a given period of time.
    - D) It refers to a possible exposure of the advertising message to one audience member.
  - 5) \_\_\_\_\_ measures the intensity of a media schedule, based on repeated exposures to the medium or the program.
    - A) Rating
    - B) Gross impression
    - C) Frequency
    - D) Reach
- 6
- In terms of media planning, which of the following refers to effective reach?
- A) The duration of an advertising message or campaign over a given period of time
  - B) The average number of times individuals or homes are exposed to the medium
  - C) The total size of the audience for a set of ads or an entire campaign
  - D) A measure of the number or percentage of the audience who receive enough exposures to truly receive the message

7

The advertising response curve indicates that:

- A) incremental response to advertising diminishes with repeated exposures.
- B) audience fragmentation increases effective reach.
- C) repeated exposures to ads increase advertising success.
- D) recency planning does not apply to advertising for services.

8

Which of the following refers to spillover media?

- A) It refers to particular magazines that are chosen according to how well they expose the message to the media audience.
- B) It refers to the specific types of people the advertiser wants to reach.
- C) It refers to all communications vehicles available to a marketer.
- D) It refers to local media that many consumers in a neighboring country inadvertently receive

9

Which of the following is an advantage of using direct mail as a media vehicle?

- A) Combines sight, sound, and movement
- B) Larger than life
- C) Social dominance
- D) Highly personal

10

\_\_\_\_\_ refers to a method for scheduling media in which the airwaves (both cable and network TV channels) are flooded to make it virtually impossible to miss the ads.

- A) Continuous scheduling
- B) Blinking
- C) Flighting
- D) Pulsing

11

A product's target audience is usually the same as its target market or considerably smaller than it.

- A) True
- B) False

12

Media planners refer to the duration of an advertising message or campaign over a given period of time as frequency.

- A) True
- B) False

13

A high brand development index combined with a high category development index indicates that the product has a high market share but needs to be monitored due to declining sales.

- A) True
- B) False

14

Emotionally oriented messages are usually more effective when spaced at regular intervals to create enduring feelings about the product.

- A) True
- B) False

15

For high-ticket items that require careful consideration, the bursting method for media scheduling that refers to running the same commercial every half hour on the same network during prime time, can be effective.

- A) True
- B) False

Q2

**CASE STUDY:**

15 marks

Create a Media Plan for the latest collection of Titan watches, priced between Rs. 2,000 to 15,000. Budget for the print campaign is three crore (30000000). The campaign duration is two months.

Size of the advertisement:

1. Magazine: Single and/or double spread

2. Newspaper : Half page.

Use rate card given below-

Dailies	Readership 000's	Rates (in sq. cm.)	Magazine	Readership 000's	Rate (Full page) colour
The Times of India (Mumbai)	8092	4110	India Today (W)	6210	660,000
The Indian Express (Mumbai)	725	750	Business World (W)	750	375,000
The Hindu (Chennai)	3786	1415	Business Today (F)	755	340,000
Hindustan Times (Delhi)	3947	2085	Marie Claire	1041	260,000
The Deccan Chronicle	1638	1570	Meri Suheli (H/M)	2810	210,900
Mid-day	785	339	Money Today (F)	220	220,000
Punjab Kesari	4427	330	Femina (F)	1341	260,000
Dainik Bhaskar	17379	2569	Reader's Digest (M)	505	240,000
The Economic Times (Mumbai)	1178	2950	Cosmopolitan (M)	1125	120,000
Malayala Manorama	7750	750	Business India (F)	650	2,25,000
Rajasthan Patrika	8400	800	The Week	1219	2,75,000
Daily Thanthi (Tamil)	9300	625	New Women (M)	550	62,500
			Femina (Hindi) (F)	921	120,000

OR

Q2

15 marks

What Is media planning and buying ? Write short note on media mix. With examples

Q3

15 marks

Write a detailed note on Factors affecting the Television buying.

OR

Q3

15 marks

Advantages and Disadvantages of the Television as the Advertising medium.

Q4

15 marks

Write Short notes any 2

- 1) Outdoor media audit
- 2) What are the various elements of Media Objectives?
- 3) Elements of the Media Planning.