

SEAT No. _____

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[A-5]

SARDAR PATEL UNIVERSITY
TYBA (ADVANCED) JOURNALISM AND MASS COMMUNICATION
SEMESTER-VI

PAPER TITLE: MEDIA PLANNING & BUYING
PAPER CODE: UA06EEJM02
TIME: 03.00 P.M. TO 05.00

DATE: 12/10/2020
DAY: Monday
MARKS: 60

Q1: Given below are 20 MCQs. Each carries one mark. All are compulsory

1) Media planning is carried out through			
A] an intuitive process	B] research and tested formulas	C] Both	D] None of these
2) Identify one reason media choices have become more difficult in recent years			
A] Segmentation	B] Internet is used more frequently than other media	C] Newspapers are many	D] Satellite radio has emerged
3) Which of the following is not a valid statement?			
A] The media environment has become fiercely competitive	B] It is necessary to plan for out-of-home media	C] Independent media buying services specialise in media planning	D] Media planning is less important than creative
4) Media strategy and media tactics are one and the same			
A] True		B] False	
5) Which of the following would not be involved in setting media objectives?			
A] Frequency	B] Low involvement purchase decisions	C] Geography	D] Target Audience
6) Demographics deal with			
A] Psychology of the consumer		B] The study of population	
7) Reach can be defined as?			
A] Number of times a reader is exposed to a message	B] Total number of duplicated exposures	C] Insufficient exposure to target audience	D] Total number of unduplicated exposures
8) Frequency can be defined as?			
A] All possible exposures to target audience	B] Three exposures to target audience	C] Total number of duplicated exposures	D] Number of times a reader is exposed to a message
9) _____ can give 24 hour exposure to public eye			
A] TV	B] Print	C] Internet	D] Flex board
10) The audience of a particular program or station at a specific period of time expressed as a percent of the audience population is called Rating			
A] True		B] False	
11) _____ use several tools including news, speeches, special events			
A] Media planners	B] Advertising agencies	C] Advertising specialists	D] PR professionals
12) Consider two statements and answer			

i) Media planning refers to a series of decisions involving delivery of messages to the target audience			
ii) The central theme of media planning is message dissemination			
A) Both i) and ii) are true	B) Both i) and ii) are false	C) Only i) is true	D) Only ii) is true
13) What is the right sequence of chapters while writing a media plan?			
A) Objectives-Strategy-Logistics-Tactics	B) Strategy-Objectives-Tactics-Logistics	C) Objectives-Strategy-Tactics-Logistics	D) Strategy-Tactics-Objectives-Logistics
14) When a high level of reach might be beneficial?			
A) When your goal is to make the message more memorable	B) When you want to communicate a new product feature	C) When you want to have a greater top-of-mind awareness	D) When you want to increase the believability of ad claim
15) What is the essential difference between CPM and GRP?			
A) GRP measures in numbers, CPM is a percentage	B) GRP measures in performance, CPM measures profit	C) CPM measures in numbers, GRP is a percentage	D) CPM measures reach, GRP measures costs

16. When national advertisers buy airtime from local or regional television stations, it is called as _____

- a. Mass buys b. Spot buys c. Zapping d. Split Runs

17. Expand CPRP.

- a. Cost Per Rating Point b. Cost Per Revenue Price c. Cost Per Rating Price d. None

18. $CPRP = \frac{\text{Total Production Cost}}{\text{Gross Rating Point}}$

- a. True b. False

19. _____ is a term describing a high intensity of competing ad messages that consumer happen to see in a given time period. This generally creates negative impact on audience.

- a. Mess b. Bleed c. Clutter d. Exposure

20. The TV medium continues to rely heavily on CPM to determine scheduling. CPM is _____

- a. A Percentage of Household tuned to TV b. The relative average cost to reach 1000 people

Q2: (I) make Rs15 cr media plan of Gujarat government health department for corona awareness programme in Gujarat you use all the media and has to reach as much as people you reach	15
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OR

Q2: (II) Discuss recent trends in online marketing. Giving at least 5 situations where you would NOT choose online platforms for marketing and prefer other media. Give reasons for the same	15
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Q3: Write short notes on any five of the following giving suitable examples

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- 1) Advantages of TV advertising
- 2) Role of Media Planner
- 3) Pitching the media plan to the client: Step by Step process
- 4) Role and importance of counting Rating and Share
- 5) Explain Media Audit.
- 6) What are the key challenges in Media Planning?
- 7) TV for buying media space
- 8) Reach
- 9) Access
- 10) Frequency

