

(57) SEAT No. _____

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

PAPER TITLE: MEDIA PLANNING & BUYING
PAPER CODE: UA06EEJM02
TIME: 2.00 P.M. TO 4.00 P.M.

DATE: 06/04/2018
DAY: FRIDAY
MARKS: 60

Q1: Given below are 15 MCQs. Each carries one mark. All are compulsory

1) KFC recently launched a wide variety of vegetarian items on its menu. This will be called Paradigmatic and Process Innovation			
A) True		B) False	
2) Match the following terms with their definition			
i) Media mix		P) Concept of aligning communication activity to coincide with peak times	
ii) Coverage		Q) Decision to have a certain message seen/ heard	
iii) Scheduling		R) Combination of channels to meet market objectives	
iv) Reach		S) Level of exposure of media to target market	
A) i) R)	B) i) R)	C) i) R)	D) i) R)
ii) S)	ii) P)	ii) Q)	ii) P)
iii) P)	iii) S)	iii) S)	iii) Q)
iv) Q)	iv) Q)	iv) P)	iv) S)
3) Which of the following newspapers is owned by BCL group?			
A) Hindustan Times	B) The Indian Express	C) MINT	D) The Times of India
4) What is RNI?			
A) Register of Newspapers in India	B) Roadblocks of Newspapers in India	C) Registrar of Newspapers in India	D) Registration of Newspapers in India
5) Match the following categories to innovation processes			
i) Gujarat Samachar coming up with GSTV		P) Process innovation	
ii) McDonalds including couples, siblings, etc. in ads		Q) Product innovation	
iii) Maggi bouncing back after the ban		R) Paradigmatic innovation	
iv) More focus on newspaper's services online		S) Position innovation	
A) i) R)	B) i) R)	C) i) Q)	D) i) Q)
ii) S)	ii) S)	ii) P)	ii) P)
iii) Q)	iii) P)	iii) R)	iii) S)
iv) P)	iv) Q)	iv) S)	iv) R)
6) FM Radio rate is quoted in terms of how much a ____ sec ad played once would cost on that particular radio station			
A) 10	B) 15	C) 20	D) 25
7) Consider the following and answer:			
i) Prime time ad on Sony TV, SMS, Blogs			
ii) Call in show in 98.3FM, Flyer, YouTube Channel			
ii) Stall in DMart, Flyer at AV Road, Promotional Merchandise			
Out of the above three combinations, only (i) is a misfit			
A) True		B) False	

8) Hello 6E is a magazine published by which of the following airlines?			
A] Air Asia	B] Jet Airways	C] Singapore Airlines	D] Indigo Airlines
9) L bands are L shaped ads played on TV while the content is not being played			
A] True		B] False	
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) ABC data from 2006 to 2016 show that it is English language newspapers that have contributed the most to the growth story of print in India			
A] True		B] False	
12) In radio terminology, what does FCT stands for?			
A] Free Course of Time	B] Free Counting Time	C] Free care Time	D] Free Commercial Time
13) A new Noodles brand will have to spend relatively more on marketing compared to that of big players like Maggi, Yippee, Chings, etc			
A] True		B] False	
14) Short plays and skits are a part of programming of which of the following stations?			
A] Red FM	B] Vividh Bharti	C] Radio One	D] 104 Fever FM
15) Gatefold is a variable option of placing an advertisement. One can avail the same in which of the following media vehicles?			
A] Radio	B] Television	C] Digital Platforms	D] Magazines

Q2: (I) New media and social networking sites are the emerging medium for brand building and marketing in today's times. Do you agree? Support your argument with relevant examples and real life scenarios	15
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OR

Q2: (II) Mercedes Bens has launched brand new 'Mercedes Benz', E Class, costing between Rs 35, Lacs to Rs. 38 Lacs. The Schedule will last for two months. Their budget for the print campaign is three crore (30000000), which includes both newspaper and magazine. By using the rate card given below, design a proper plan of allocation which can help them to reach out to the maximum audience in India. Guide them on kind of variables you are likely to employ for the placement of advertisement. Being a media planner and buyer, discuss in detail your most preferred magazine and a newspaper for the placement of advertisement and why?	15
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Dallies	Readership 000's	Rates (in sq cm)	Magazine	Readership 000's	Rate (Full page) colour
The Times of India	8092	4110	India Today (W)	6210	660000
The Indian Express	725	750	Business World (W)	750	375,000
The Hindu	3786	1415	Business Today (F)	755	340,000
Hindustan Times	3947	2085	Express Hospitality (F)	105	150,000
The Deccan Chronicle	1638	1570	Dalal Street Investment Journal (F)	500	350,000
Mid-day	785	339	Money Today (F)	220	220,000
Punjab Kesari	4427	330	Femina (F)	1041	260,000
Dainik Bhaskar	17379	2569	Reader's Digest (M)	505	240,000
The Economic Times	1178	2950	Sport star (W)	1125	120,000
Malayala Manorama	7750	750	Business India (F)	650	2,25,000
Rajasthan Patrika	8400	800	The Week	1219	2,75,000
Dainik Bhaskar	17379	2569	Chitralekha (Gujarati) (W)	1550	192500
Daily Thanthi (Tamil)	9300	625	Outlook Business (F)	850	245000

Rate :Quarter page size equals 400 sq.cm. (25 cm (h) x 16 cm (w))

Q3: (I) Nick Dave (32) is senior marketing personnel of a New York based beverage company. His company is slowly trying to expand its base in India. Nick is contemplating on whether he should consider placing an advertisement on an online video streaming platform, Hotstar. Since you have an expertise over media planning and buying, Nick has dropped you an email seeking your guidance for the same. Guide him with your critical analysis
Note: Hotstar is an online video streaming platform owned by Novi Digital Entertainment Private Limited, a wholly owned subsidiary of Star India Private Limited

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OR

Q3: (II) Discuss the steps in Media Planning and Buying in detail. Note: You are only allowed to discuss the steps and not the vehicles

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(3)

(P.T.O)

Q4: (I) Write short notes on <u>any three</u> of the following giving suitable examples	15
<ol style="list-style-type: none"> 1) Factors affecting media budgeting 2) Growth of Print Media in India 3) Difference between GRP and TRP 4) Deciding for a price for a product to be launched 	

OR

Q4: (II) Write alternate taglines for <u>any five</u> of the following brands. The current/one time taglines are reflected along with the brand name. You are expected to apply your mind in suggesting the taglines keeping in mind the qualities and ethos of the chosen brands. Please also write a few sentences individually of the logic behind your suggestions on the new taglines	15
<ol style="list-style-type: none"> 1. Micromax- <i>Nothing Like Anything</i> 2. Nike- <i>Just Do It</i> 3. McDonalds- <i>I'm Lovin' It</i> 4. Mercedes Benz- <i>The Best Or Nothing</i> 5. Raymond's- <i>The Complete Man</i> 6. MasterCard- <i>There are some things money can't buy. For everything else, there's MasterCard</i> 	

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