

VPM's
DR VN BRIMS, Thane
Programme: MMS (2014-16)
Forth Semester Examination April 2016

Subject	Media Planning and Strategy		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages		Date	11.04.2016

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (Compulsory)

ABC Corp. is the market leader of mineral water in India. They have recently entered into the carbonated soft drinks (CSD) market with 4 variants and a nationwide advertising campaign. The first cut results of the campaign are as follows.

Frequency	No. of people exposed
0	13
1	16
2	11
3	8
4	10
5	7
6	5
7	4
8	3
9	2
10	6

Answer the following:

- a) Calculate the reach of the campaign (6)
- b) Calculate the average opportunity to see (AOTS) (7)
- c) You are the brand manager for ABC Corp.'s CSD line. Recommend a media strategy for their new product. (7)

Attempt Any FOUR from the Remaining SIX Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Describe the process of effective media management.
- b) Write a short note on a) Rise of 360 Degree communication b) Media Agency
- c) "Segmentation and brand experience are a critical reality in current times" Elaborate

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Write a short note on the types of Media Agencies.
- b) What is Media Strategy? Discuss its need and importance.
- c) "Marketing tasks have a huge influence on the communication goals" Discuss with reference to the stages in the PLC.

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Discuss the three elements of situation analysis conducted before conceptualizing the media strategy.
- b) "Socio Economic Classes (SEC) are a better descriptor of the target group" Explain briefly.
- c) What is market prioritization? What are the different parameters used to prioritise markets? Explain any two.

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Discuss any two ways to set media weights.
- b) Define media mix. Why do we need a media mix?
- c) Discuss the advantages and disadvantages of television versus print.

Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Explain the building blocks of Media Strategy.
- b) Write short notes on a) Media Isolatable markets b) Advertising Intensiveness Curve
- c) What are the various factors that affect scheduling? Explain any two.

Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) You are the brand manager for a seasonal brand with budget constraints. Discuss your scheduling strategy/pattern.
- b) What are the elements of a media plan? Why is media budget the most important part of the plan?
- c) What are the objectives of a media buyer?