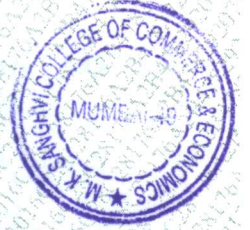TYBMM sem V Reg. Exam Nov. 2018
9/11/18

(2 ½ Hours)   **(Total Marks: 75)**

Note:-
1) All the questions are compulsory.
2) Use of Calculator is permitted.
3) Cellular phones are not allowed.
4) Answer the questions in the sequence given in the question paper

Q. 1 CASE STUDY: -   **15**

Create a Media Plan for a Titan Raga Espana watches costing Rs. 10,000 to Rs. 15,000. The advertisements are in colour. The budget for the print campaign is Rs 3 crores (3, 00, 00,000) and having a schedule that will last for two months.

Size:

Magazine: - Single and/or double spread

Newspaper: - Half page

Use the rate card given below:

Dallies	Readership 000's	Rate (in sq.cm)	Magazine	Readership 000's	Rate (Full Page Colour)
The Times of India	8392	4520	India Today(W)	6290	6,80,000
Indian Express	725	1650	Business World (W)	750	3,75,000
The Economic Times	1378	2750	Outlook (W)	2281	3,90,000
Dainik Bhaskan	17379	2569	Dalal Street Investment Journal (F)	500	3,50,000
The Hindu	3555	1720	Express Hospitality (F)	105	1,50,000
The Deccan Chronicles	1638	1570	Money Today (F)	2202	2,22,000
Mid- Day	785	339	Reader's Digest (M)	505	2,40,000
Punjab Kesari	4427	330	Sport Star (W)	1125	1,20,000
Daily Thanthi	9300	625	Chitralekha (Gujarat) (W)	1550	1,92,500
Dainik Jagran	21244	3132	The Week (W)	1219	2,75,000
Rajasthan Patrika	8400	800	Femina (W)	1041	2,60,000

Quarter page size equals 400 sq.cm. [25 cm (h) x 16 cm (w)]

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Q.2 Attempt any one between 2a.1 and 2a.2. along with 2.b
[i.e. (Attempt either 2a. 1 OR 2a. 2 for 8 marks) and 2.b. for 7 marks]

2. (a).1 Answer the following: - 08

	Media 1	Media 2
Reach	40	30
Frequency	14	12
Average Exposure cost	35000	55000
Budget	5, 50,000	6, 70,000

Find the % TA, GRP and CPRP for Media 1 and Media 2

OR

2. (a).2 Answer the following: - 08
35,000 people see an advertisement 4 times, 45,000 people see an advertisement 7 times, and 15,000 people see an advertisement 3 times. Total cost of advancing is 75,000,Universe is 1, 80,000. Find the Reach %, GVT & CPT.

2. (b) Find the average frequency of the advertisement in the magazine using the data given below: 07
Readership of Magazine A= 38,000, Magazine B= 28,000, Magazine C= 40,000
Duplication of Magazine A with Magazine B =3500
Duplication of Magazine B with Magazine C =4500
Duplication of Magazine C with Magazine A =4000
No of insertion of Magazine A=3, Magazine B=5, Magazine C=6

OR

2. (c) Explain the elements of Communication Mix? 15

Q. 3. Answer the following:-
    a. Explain the various sources of media research. 08
    b. What are various factors considered under Media Brief? 07

OR

    c. What are Media Scheduling strategies? 08
    d. Explain the factors affecting the choice of Newspaper advertising? 07

Q. 4 Answer the following:-
    a. What are strategies of successful negotiation process? 08
    b. Explain Email Marketing in detail 07

OR

    c. What are the challenges of Media planning? 08
    d. Explain various compensation methods in digital Media buying. 07

Q. 5 Write short notes: -**Any 3** 15
    a. SEO
    b. NCCS Grid
    c. Programmatic Buying
    d. Ambient Advertising
    e. Affiliate Networks

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