

B.B.A DEGREE END SEMESTER EXAMINATION MARCH 2018**SEMESTER – 4: BACHELOR OF BUSINESS ADMINISTRATION (BBA) (CORE COURSE)****COURSE: 16U4CRBBA20: MEDIA PLANNING AND BUYING***(For Regular - 2016 Admission)*

Time: Three Hours

Max. Marks: 75

PART AAnswer **any Six** Questions

1. What is meant by reach?
2. What is meant by prime time?
3. What is ABC?
4. What is meant by Pulsing?
5. What is meant by Social Media?
6. What is meant by Primary Audience in print media? (1 x 6 = 6)

PART BAnswer **any Seven** Questions

7. What is meant by space selling?
8. What is the role of a media planner?
9. Define Media brief
10. Define CPM
11. Define Frequency
12. Write short note on Media Audit
13. What are the advantages of Radio as an advertising medium?
14. What are the advantages of online advertising?
15. Explain various functions of media planning
16. Discuss any three sources of media research (2 x 7 = 14)

PART CAnswer **any five** questions

17. What is meant by Media Mix? What are the factors considered while selecting a media mix?
18. Write in detail about media objectives and media strategy?
19. Discuss the various factors affecting the choice of Television buying
20. Write a note on media planning for industrial goods with suitable examples

21. Explain the function of media planning in advertising.
22. Write a note on Media scheduling methods
23. Write a note on the socio-economic classification of the audience
24. Explain the competitive media expenditure analysis process (5 x 5 = 25)

PART D

Answer **any two** questions

25. Write in detail the various criterion for selecting appropriate media vehicles for communication
26. Explain the process of media planning with suitable examples
27. Critically analyse the advantages and disadvantages of Newspaper and Magazine advertising with suitable examples
28. Explain media buying and negotiation with examples. (15 x 2 = 30)
