

B. B. A DEGREE END SEMESTER EXAMINATION - MARCH/APRIL 2019**SEMESTER – 4: BACHELOR OF BUSINESS ADMINISTRATION (BBA) (CORE COURSE)****COURSE: 16U4CRBBA17: MEDIA PLANNING AND BUYING**

(Common for Regular 2017 admission & Improvement / Supplementary 2016 admission)

Time: Three Hours

Max. Marks: 75

PART AAnswer **any Six** Questions

1. What is meant by ADMAR satellite cable network study?
2. What is media buying?
3. What is IRS?
4. What is meant by Media Audit?
5. What is meant by FMCG?
6. What is meant by Aperture Marketing? (1 x 6 = 6)

PART BAnswer **any Seven** Questions

7. What is meant by target audience?
8. Explain the concepts cost efficiency and cost per rating
9. Discuss the challenges in media planning
10. What is meant by space selling?
11. Write a short note on media scheduling strategies
12. Write short note on sources of media research with examples
13. What are the advantages of Television as an advertising medium?
14. What are the advantages of outdoor advertising?
15. Explain various elements of media planning
16. Define Media Mix (2 x 7 = 14)

PART CAnswer **any five** questions

17. Write a note on selecting suitable media options
18. Write in detail the process of deciding ideal media mix
19. Discuss the various factors affecting the choice of Newspaper buying
20. Write a note on media planning for consumer goods with suitable examples
21. Explain in detail the media buying and negotiation process.
22. Explain factors to consider while choosing Radio as an advertising medium
23. Write a note on the various audience measurement techniques for visual media
24. Explain the components of a media plan with suitable examples (5 x 5 = 25)

PART D

Answer **any two** questions

25. Write in detail about the communication mix for FMCG
26. Explain different sources of media research with examples.
27. Critically analyse the advantages and disadvantages of Radio and TV advertising with suitable examples
28. Elucidate the various criterion for selecting media vehicles. (15 x 3 = 30)
