

Reg. No .....

Name .....

**BBA DEGREE END SEMESTER EXAMINATION - MARCH 2020**  
**SEMESTER 4 : INTEGRATED MARKETING AND NEW MEDIA**  
**COURSE : 16U4CRBBA17 : MEDIA PLANNING AND BUYING**  
*(For Regular - 2018 Admission & Supplementary 2017/2016 Admissions)*

Time : Three Hours

Max. Marks: 75

**Section A****Answer All the Following (1 Mark each)**

1. Define media plan
2. Define OTS
3. What are different sources of media information?
4. Define CPRP
5. What do you mean by cooperative advertising?
6. Define Broadcast media

(1 x 6 = 6)

**Section B****Answer any 7 (2 Marks each)**

7. How do you develop a media plan
8. What is the purpose of selecting broad media classes?
9. What do you mean by Agency of Record?
10. What is the difference between steady pulse and seasonal pulse?
11. Define Cover date?
12. What is the pass along rate for Print?
13. Define subjective budgeting
14. What are the types of different newspapers advertising ?
15. Define share of audience
16. Explain innovative media

(2 x 7 = 14)

**Section C****Answer any 5 (5 Marks each)**

17. What are the problems in media planning?
18. Define Pulse, pulse strategy and its different types
19. What are the different pulse advertising ?
20. Explain Gross Rating Point
21. Explain message distribution
22. What are the requirements for selecting media test markets?
23. What is the reach and CPRP if GRP is 250, frequency is 7.5 and TPC is 50 lakhs. What is AEC if the TA is 40%. If GRP is increased by 50. What is the final TPC?
24. Explain the magazine circulation concept

(5 x 5 = 25)

**Section D****Answer any 2 (15 Marks each)**

25. What are the different sources of Media ratings that a media planner has to depend on to make an ideal media plan?
26. What are the factors to be considered while selecting a media mix?
27. How do sources of media research aid a media planner in conducting a media analysis ?
28. What are the advantages and limitations of outdoor advertising?

(15 x 2 = 30)