

BBA DEGREE END SEMESTER EXAMINATION - JULY 2021**SEMESTER 4 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 19U4CRBBA17 : MEDIA PLANNING AND BUYING**

(For Regular - 2019 Admission and Supplementary - 2016/2017/2018 Admissions)

Time : Three Hours

Max. Marks: 75

PART A**Answer All (1 mark each)**

1. Define OTS
2. What do you mean by optimisation in media planning?
3. What do you mean by start up pulse?
4. What does competitive analysis in a media plan include?
5. What is search engine optimisation?
6. Define Broadcast media

(1 x 6 = 6)**PART B****Answer any 7 (2 marks each)**

7. What the different roles of a media planner?
8. What are the factors influencing media strategy?
9. What is the difference between steady pulse and seasonal pulse?
10. Of all the media available to a media planner which in your opinion is the most powerful? Justify?
11. What is CPRP?
12. What is the pass along rate for Print?
13. What is SEO and its importance?
14. Define Advertising appropriation
15. Explain secondary readership?
16. Define Point of purchase advertising

(2 x 7 = 14)**PART C****Answer any 5 (5 marks each)**

17. Write in short about Annual Economic Survey
18. What is businessmen's readership survey?
19. Explain quantitative research?
20. Explain qualitative research?
21. **Why is a competitive media analysis important from a media planner's point of view?**
22. What is SEO? Elaborate on its importance in digital media planning?
23. Explain the magazine circulation concept
24. Explain the advantages and disadvantages of internet advertising

(5 x 5 = 25)**PART D****Answer any 2 (15 marks each)**

25. Elaborate on the process of media planning?
26. Explain briefly the challenges in media planning
27. What are the different sources of Media ratings that a media planner has to depend on to make an ideal media plan?
28. Write a short notes on reach, frequency, GRPS, cost efficiency, CPT and CPR?

(15 x 2 = 30)