

[Time: 2½ Hours]

[ Marks:75]

Please check whether you have got the right question paper.

- N.B:**
1. All the questions are **compulsory**.
  2. All the questions carry equal marks.

- Q.1 Answer any two of the following. 15
- a) What do you understand by the term media planning? Explain its scope.
  - b) Explain the role of media planner.
  - c) Explain in brief the different sources of media Research.
- Q.2 Answer any two of the following. 15
- a) Explain how do you decide on ideal Media Mix?
  - b) Explain the factors affecting selection of Radio Media decision.
  - c) Explain in brief the different steps in formulating media strategy.
- Q.3 Answer any two of the following. 15
- a) Explain the Methods of setting media budget.
  - b) Explain the process of media buying.
  - c) What is Media Scheduling? Explain the different scheduling strategies for creating impact.
- Q.4 Answer any two of the following. 15
- a) Explain the Basic metrics related to media measurement.
  - b) Explain PLAN metrics in media measurement.
  - c) Explain the different methods to evaluate Print media buying.
- Q.5 CASE STUDY
- The fast moving consumer goods (FMCG) segment is the fourth largest Sector in the Indian Economy. The Market size of FMCG in India is estimated to grow from US \$ 30 billion in 2011 to US\$ 74 billion in 2018. Food products is the leading segment, accounting for 43 percent of the overall market. Personal care (22 percent) & Fabric care (12 percent) come next in terms of Market share. Growing awareness, easier access, & changing lifestyles have been the key growth drivers for the sector. FMCG goods are popularly known as consumer Packaged goods. Items in this category include are consumables (other than groceries / pulses) People buy at regular intervals. The most common in the list are toilet soaps, detergents, shampoos, toothpaste, shaving products, shoe polish, packaged food stuff, & household accessories & extends to certain electronic goods. These items are meant for daily and frequent consumption & have a high return. Rural areas expected to be the major drivers for FMCG, as growth continues to be high in these regions. Rural areas saw a 16 percent, as against 12 percent rise in urban areas. Most companies rushed to capitalize on this, as they quickly went about increasing direct distribution & providing better infrastructure companies are also working towards creating specific products specially targeted for the rural markets.
- Questions :
- As a media planner of the company :
1. How would you go about media planning decision for FMCG company? 7.5
  2. What would be the Ideal media Mix available for FMCG products? 7.5