

BMM
Media Planning & Buying

08/04/2015
Advertising: Media Planning and Buying

QP-Code : 11276

[Total Marks : 75

(2 ½ Hours)

- N.B : (1) All questions are compulsory.
(2) Use of Calculator is permitted.
(3) Cellular phones are not allowed.

I. CASE STUDY :—

Create a Media Plan for the New Mahindra SUV, costing ₹ 7 lakhs. The schedule will last two months. The advertisements are in colour. The budget for the print campaign is ₹ three Crore (30000000).

Size :—

Magazine : Single and/ or double spread

Newspaper : Half page

Use rate card given below :—

Dallies	Readership 000's	Rates (in sq cm)	Magazine	Readership 000's	Rate (Full page) colour
The Times of India	8092	4110	India Today (W)	6210	660000
DNA	962	3450	Kumudam (Tamil) (W)	976	390000
The Hindu	3786	1415	Ananda Vikatan (Tamil) (W)	655	300,000
The Economic Times	1178	2950	Business World (W)	750	375,000
Maharashtra Times (Marathi)	9427	630	Business Today (F)	755	340,000
Eenadu (Telugu)	1670	1105	Malayala Manorama (W) (Malayalam)	1012	205000
Malayala Manorama (Malayalam)	7750	750	Mathrubhumi (W) (Malayalam)	874	200,105
Mathrubhumi (Malayalam)	6136	800	Bike India (M)	285	150,000
Dainik Jagran (Hindi)	21244	3132	India Today (Hindi) (W)	1151	2,55,000
Hindustan (Hindi)	12242	950	Cricket Samrat (Hindi) (M)	135	150000

Rate : Quater page size equals 400 sq.cm. (2.5 cm (h) x 16 cm (w)

YB-Con. 91-15.

[TURN OVER

2. Attempt any one between 2a.1 and 2a. 2. along with 2.b
[i.e. (Attempt either 2a. 1 OR 2a. 2 for 8 marks) and 2.b. for 7 marks]

2. (a) (1) Answer the following:
Media 1: Reach = 85%, Frequency = 5, TPC = 8,00,000, AEC = 25,000
Media 2 : Reach = 70%, Frequency = 6, TPC = 6,00,000, AEC = 30,000
Find the % TA, GRP and CPRP for Media 1 and Media 2.

- (a) (2) Answer the following:
30,000 people see an advertisement 7 times, 25,000 see an advertisement 4 times and 45,000 people see an advertisement 3 times. Universe is 420,000. Total Cost of Advancing is 85,000. Find Reach%, GVT & CPT.

2. (b) Find the average frequency of the advertisement in the magazines using the data given below:
Readership: Magazine A = 30,000, Magazine B = 47,000, Magazine C = 65,000
Duplication of Magazine A, with Magazine C = 6,500,
Duplication of Magazine B, with Magazine A = 4,400
Duplication of Magazine C, with Magazine B = 3,500,
Insertions: Magazine A = 5, Magazine B = 6, Magazine C = 4

OR

2. (a) Write detailed note on Media objectives and Media strategy.

3. (a) Explain the following concepts:—

- (i) Frequency
- (ii) BDI
- (iii) Flighting
- (iv) Bleed.

- (b) Discuss the factors affecting choice of newspaper buying.

OR

3. (a) Explain the following concepts:—

- (i) CDI
- (ii) ABC
- (iii) Gutter
- (iv) Readership.

- (b) What is Media Mix? Discuss factors considered while selecting a media mix.

Answer the following:—

- (a) Various factors affecting the choice of Magazine Advertising.
- (b) Advantages and disadvantages of Television.

OR

Rate Card for Q. 1.

Use rate card given below :—

Dallies	Readership 000's	Rates (in sq cm)	Magazine	Readership 000's	Rate (Full page) colour
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DNA	962	3450	Kumudam (Tamil) (W)	976	390,000
The Hindu	3786	1415	Ananda Vikatan (Tamil) (W)	655	300,000
The Economic Times	1178	2950	Business World (W)	750	375,000
Maharashtra Times (Marathi)	9427	630	Business Today (F)	755	340,000
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Rate : Quarter page size equals 400 sq.cm. (2.5 cm (h) x 16 cm (w))