

BAPL Sem V (CB5015)  
Advertising - Media Planning & Buying

QP Code : DE-1890

12/4/14

(2 Hours)

[ Total Marks : 60

- N.B. :** (1) Use of Calculator is permitted.  
(2) Cellular phones are not allowed.

**I. CASE STUDY:**

(15 marks)

Create a Media Plan for a branded mobile phone. The price range begins from Rs.25, 000 to 35,000. The advertisement schedule is for two months. Budget is Rs 2 crores

*Size of the Ads:*

Magazine (Colour): Single full Page

Newspaper (B/W): Half Page

Use rate card given below

Dailies	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
The Indian Express	725	750	Business World (W)	750	375,000
The Hindu	3786	1415	Business Today (F)	755	340,000
The Deccan Chronicle	1638	1570	Dalal Street Investment Journal (F)	500	350,000
Punjab Kesari	1427	330	Femina (w)	1041	260,000
The Economic Times	1178	2950	Sport star (W)	1125	120,000
Malayala Manorama	7750	750	SarasSalil (F)	1548	150000
Rajasthan Patrika	8400	800	The Week (W)	1219	2,75,000
Dainik Bhaskar	17379	2569	Chitralekha (Gujarati) (W)	1550	192500

Rate: Quarter page size equals 400 sq.cm. (25 cm (h) x 16 cm (w))

**2. A) As a Media Planner prepared the following Media Plan : (8 marks)**

	Media I	Media II
Reach	35	40
Frequency	15	16
Average exp Cost	3500	2250
%Target Audience	25	20

Determine the Budget of both Media I and Media II.

(7 marks)

2. B) Find the average frequency of the advertisement in the magazines using the data given below.
- Readership: Magazine A= 95,000, Magazine B= 75,000, Magazine C = 68,000  
 Duplication of Magazine A: With Magazine B= 9,000, with Magazine C= 6,000  
 Duplication of Magazine B: With Magazine A= 9,000, with Magazine C= 5,000  
 Duplication of Magazine C: With Magazine A= 6,000, with Magazine B= 5,000  
 Insertions: Magazine A= 9, Magazine B= 8, Magazine C = 4

OR

2. A) Write a detailed note on Television media buys (8 marks)  
 B) Discuss the process involved in selecting the media mix (7 marks)

3. A) Define any four of the following: (8 marks)

- Pulse
- Bleed
- CDI
- Cumulative reach
- Gutter
- Flighting
- Waste

- B) Write short notes on various forms of outdoor advertising (7 marks)

OR

3. A) Define any four of the following: (8 marks)

- Spot Buys
- GRP
- BDI
- Transit advertising
- ABC
- pulsing
- Stripping

- B) Write short notes on Transit advertising (7 marks)

4. Write short notes on any 3 of the following: (5 marks each)

- What are the advantages and disadvantages of Magazine Advertising?
- Explain Media Audit
- What are Media Objectives? Explain with examples
- POP advertising
- What is a media brief