**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU -27**

Registration Number:

Date & Session:9-12-2022

**MA ADVERTISING & PUBLIC RELATIONS– III SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

**APR9422: MEDIA PLANNING AND BUYING**

**Time: 11/2 Hours Max Marks: 35**

**This paper contains TWO printed pages and FOUR parts**

1. **Answer any ONE of the following questions in 300 words. (1x7=7)**
2. Define media planning and explain its role in business.
3. What are the emerging media touchpoints that will help in the future growth of the industry. Explain any two.
4. **Answer any TWO of the following questions in 350 words each. (2x8=16)**
5. Explain the advantages and disadvantages of the following media touchpoints.
   1. TV
   2. Facebook
   3. OTT
   4. Cinema
6. Explain the below terminologies in detail with their formulae. Please note, the explanation and formulae carry equal marks.
   1. TVR
   2. GRP
   3. Reach
   4. Frequency
   5. AoTS
7. What are the various buying (evaluation) metrics for the following touchpoints? Explain each of the buying metrics briefly
   1. TV
   2. Print
   3. Radio
   4. Digital Video
   5. Digital Static
8. **Answer any ONE of the following questions in 250 words. (1x6 = 6)**
9. Explain in detail all elements of media strategy.
10. What are the different types of budgeting techniques? Explain 2 budgeting techniques in detail.

**P.T.O.**

**IV. Answer the following case study in 250 words. (1x6=6)**

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| 1. Parachute is launching a new variant of coconut oil - Parachute 9 essence oil. The USP of the oil is it is a mix of 9 different oils that help in hair growth, reduces dandruff and hair fall. Parachute has decided to pilot this launch only in 1 market – Kerala.   Budget for the launch is Rs 3.5 Cr  Explain the launch strategy for media. You must also cover answers for the following points:   1. Choice of media touchpoints and justification of choices. 2. Impact shows/in-show integrations to recommend for this launch. 3. Budget allocation within touchpoints – show each touchpoint budget individually. |
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