

Registration Number:

Date & Session:

**ST JOSEPH’S UNIVERSITY, BENGALURU -27**

**MA ADVERTISING AND PUBLIC RELATIONS: III SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2023**

**(Examination conducted in November/December 2023)**

**APR 9323 MEDIA PLANNING AND BUYING**

**Time: 1 Hour Max Marks: 25**

**This paper consists of ONE printed page and TWO parts**

1. **Answer any THREE questions in 200 words each: (3 x 5 = 15)**
2. For an already established toilet soap brand, what would you consider key media priority between reach & frequency and why?
3. Explain in detail all elements of Media strategy.
4. Rasna has been facing tough competition from various soft drink brands due to which its sales have plummeted. They want to revive the brand and be on top of consideration list of their core target audience.

Primary TG - Kids between 8-14 years, NCCS ABC

Secondary TG - Mothers

Budget for the revival campaign is Rs 15 Cr and markets are HSM, TN, AP, Telangana, WB

Please explain the media strategy that they should deploy in detail

Include the following sections in your answer

1. Consumer understanding & trends
2. Choice of media touchpoints and justify your choices
3. Also consider Impact shows/in-show integrations to recommend for this launch
4. Budget allocation within touchpoints – show each touchpoint budget individually
5. Give your POV on sustenance campaigns
6. What is GRP? Explain.
7. Explain the role of BARC and IRS in brief.
8. **Answer any ONE question in 350 to 400 words each: (1 x 10 = 10)**
9. Explain in detail the advantages and disadvantages of the following media touchpoints
   1. Print
   2. YouTube
   3. Radio
   4. Outdoor
10. What are the different types of measurement techniques. Explain at least 1 technique in detail
11. What are the different types of budgeting techniques. Explain at least 2 budgeting techniques in detail.

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