



## Unit 1

1. What is Media Planning? Discuss the function of media planning in advertising.
2. Explain Media Planning Process. Also state challenges in media planning Process.
3. What do you mean by media buying? Explain the process of media buying and scheduling.
4. Describe what is meant by waste coverage. Explain how the decision must often be made between waste coverage and under coverage in context of target market coverage of media.
5. Write a note on:
  - a. Role of Media Planner
  - b. Functions of Media Planning
  - c. Challenges in Media Planning
6. "Media brief can be referred as a checklist for media planners" in view of this statement explain what must an ideal media brief include?
7. Explain the significance of setting a media objective for media planning.

## Unit 2

1. Define Media Research. Also explain sources of media research. What are the various methods of Copy testing in ad research?
2. What do you understand by Media Mix? Describe briefly the elements of media mix.
3. Explain different criteria adopted by firms in selection of suitable media options.
4. Discuss various quantitative and Qualitative methods used in selecting suitable media options
5. What are the various options available to the advertisers for advertising time on television?  
How does the use of these options differ for national and local advertisers?
6. Explain different types of newspaper? Explain how newspaper space is bought.
7. Design a media mix for your organization producing baby products.
8. Write a detailed note on media buying.
9. Write short notes on :
  - a. Media planning for consumer goods
  - b. Media planning for industrial goods

10. List the advantages and limitations of using newspaper and magazines as an advertising medium.
11. Elucidate the factors considered while buying print medium space for advertising.
12. Write a note on Partial run and split run editions for print medium. Also discuss the rebates and discounts offered by media agencies for such editions.
13. What are radio ratings? What factors are considered while buying a radio slot?

## Unit 3

1. What is Electronic Advertising? Explain the benefits of electronic advertising.
2. What is Point of Purchase advertising? Explain its benefits in brief.
3. Discuss in brief on any two of the following:
  - a. Reach
  - b. Frequency
  - c. Continuity
4. There is a trade-off between Reach and Frequency for advertisers with a limited budget. Explain what this means. Under which circumstances would a media planner wish to emphasize on reach or on frequency.
5. Discuss in detail the various elements of Communication Mix
6. Write notes on :
  - a. Circulation
  - b. Out of Home Advertising
  - c. Pass Along Rate (print)
7. Write a note on :
  - a. Billboards
  - b. Kiosks
  - c. Transit Advertising
  - d. Cinema Advertising

## Unit 4

1. "Internet is playing a big role in advertising." Illustrate the statement in view of current scenario.
2. What is Message Strategy? Describe with examples.
3. What is Out of home OOH Advertisements? What are the current trends?

4. Describe the three methods of Promotional Scheduling. Give examples of product and/or services that employ each method of Promotional Scheduling.
5. Discuss how sales promotion can be used as an acceleration tool that can speed up the selling and/ or purchasing process thereby increasing the sales volume.
6. Write short notes on :
  - a. Advertising and Internet
  - b. Media Audit
  - c. Effective Reach
  - d. Media Evaluation
7. Write a note on Media Scheduling. Give Examples
8. Write a detailed note on Media buying and negotiation.
9. Give a detailed explanation for Media budgeting.
10. Explain the various delivery methods or trends used in Internet advertising.
11. Explain the following with reference to Internet Advertising
  - a. CPC , CPM, CPE, CPV
  - b. Different technological variations

## Unit 5

1. What is Segmentation marketing? Discuss the different criteria for segmenting.
2. Explain the role of media in formulation of advertising and promotion strategy of firm.
3. Discuss in brief any two of the following:
  - a. AIDA Model
  - b. AAI Model
  - c. Creativity & Brand Message
4. Discuss the problems and challenges the international marketers face in developing media strategies for foreign markets
5. Discuss role of music in advertising. Why do companies use music as a creative strategy and pay large sums of money for the right to use popular songs in their commercials? Explain with suitable example.
6. Write a note on ASCI.
7. Distinguish between Advertising & Promotion.
8. "Understanding the needs of the consumer is really important when it comes to creating the right advertisement for the right audience." In view of the statement explain the role of consumer behaviour in advertising.