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BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – M.Sc.(MSJ)-2023

Course Name – Strategic Media Planning and Advertising

Course Code - MMSJ402MM

(Semester IV)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) What is the primary objective of media planning?
- a) Creating advertisements
 - b) Selecting the most appropriate media platforms for delivering ads
 - c) Designing brand logos
 - d) Measuring company revenue
- (ii) Media buying involves:
- a) Purchasing ad space and time on selected media channels
 - b) Creating advertisements
 - c) Designing marketing strategies
 - d) Conducting audience research
- (iii) The target audience in media planning refers to:
- a) A specific group of consumers that a brand aims to reach
 - b) The total number of ad impressions
 - c) The media planners working on a campaign
 - d) The employees of an advertising agency
- (iv) Reach is defined as:
- a) The percentage of the target audience exposed to an ad at least once
 - b) The total cost of an advertising campaign
 - c) The number of times an ad is clicked
 - d) The total number of media channels used
- (v) Frequency refers to:
- a) The number of ad impressions generated
 - b) The number of times an individual is exposed to an ad within a timeframe
 - c) The cost of an advertisement
 - d) The percentage of the audience that purchases a product
- (vi) Impressions in media planning measure:
- a) The total number of times an ad is displayed
 - b) The number of people who clicked an ad
 - c) The total ad budget
 - d) The frequency of an ad campaign
- (vii) In media planning, TRP refers to:

- a) Television Rating Percentage
c) Total Rating Projection
- b) Target Rating Points
d) Television Readership Points
- (viii) What does CPM stand for in media planning?
a) Cost per Thousand Impressions
c) Cost per Media
- b) Cost per Million
d) Cost for Paid Media
- (ix) Which of the following is a key advantage of digital media planning over traditional media?
a) Real-time analytics and targeting
c) Greater reliance on TRP
- b) Higher print circulation
d) Less audience fragmentation
- (x) Which of the following best describes "effective reach"?
a) The number of people exposed to an ad the required number of times
c) The number of different media channels used
- b) The total budget spent on media planning
d) The number of viewers watching TV at a given time
- (xi) Which product category often uses surrogate advertising?
a) Alcohol and tobacco
c) Organic food
- b) Electronic gadgets
d) Books and stationery
- (xii) What is the main focus of rural advertising?
a) Health, agriculture, and education
c) High-end gadgets
- b) Luxury products
d) Fast food chains
- (xiii) Which organization is known for social advertising campaigns in India?
a) Ministry of Information and Broadcasting
c) Maruti Suzuki
- b) Google India
d) IPL franchises
- (xiv) How can brands use social media effectively for social causes?
a) By engaging users with meaningful and interactive content
c) By avoiding controversial topics
- b) By limiting conversations
d) By focusing only on paid promotions
- (xv) What is the impact of social media advertising on political campaigns?
a) It allows direct communication with voters and influences opinions
c) It replaces traditional campaigning
- b) It decreases voter engagement
d) It is only effective for young voters

Group-B
(Short Answer Type Questions)

3 x 5=15

2. What is psychographic segmentation, and how is it applied in media planning? (3)
3. What are the key steps in the media buying process? (3)
4. Differentiate media buying from media planning. (3)
5. Explain how digital media influenced media planning in India. (3)
6. How do Indian festivals and cultural events impact advertising campaigns? (3)

OR

What are some challenges faced by advertisers in India today? (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Differentiate between traditional and digital media planning. (5)
8. Formulate a plan to optimize CPM and CPRP for a digital brand. (5)
9. Illustrate how media mix decisions are made for a digital-first marketing campaign. (5)
10. Create a media plan for a political campaign targeting urban and rural voters. (5)
11. Create an advertising strategy for an Indian fitness brand targeting Gen Z. (5)
12. Design a public service announcement (PSA) campaign for road safety in India. (5)

OR

Propose a social media campaign to promote mental health awareness.

(5)

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