

Code No. 10057

FACULTY OF COMMERCE

B.Com. III – Semester (CBCS) Examination, November / December 2019

(Only for Advertising Courses)

Subject: Media Management

Paper Code – BC – 307

Time: 3 Hours

Max.Marks: 80

PART – A (5x4 = 20 Marks)
[Short Answer Type]

Note: Answer any five of the following questions in not exceeding 20 lines each.

1. Meaning of Media Planning
2. Role of Media Planner
3. Media Research
4. What is TRP?
5. Media Vehicles
6. Types OOH
7. Competitive Framework
8. Describe about Internet Buys

PART – B (5x12 = 60 Marks)
[Essay Answer Type]

Note: Answer all the questions in not exceeding four pages each.

9. a) What is Media? Explain the Role of Media in Business.
OR
b) Discuss briefly about Regulatory Framework and Legal Aspects in Media Planning.
10. a) What is Audit Bureau of Circulation? Explain its role.
OR
b) Explain the role and importance of Media Research.
11. a) What is Media Mix? Explain the factors affecting Media Mix Decision.
OR
b) What is Print Media? Explain different types of Print Media.
12. a) What is Media Budget? What are the factors to be considered while framing such a Budget.
OR
b) What is Media Scheduling? Explain its importance.
13. a) What is Media Measurement? Discuss any three Television Metrics.
OR
b) How is Print Media Buying evaluated? Discuss.
