

B.Com (CBCS) III – Semester Examination, November / December 2017
FACULTY OF COMMERCE

(Only for Advertising)

Media Management

Paper Code-BC-307

Time : 3 hours

Max. Marks : 80

Note : Answer any Five of the following questions not exceeding 20 lines each.**Part – A (5 X 4 = 20 Marks)**

- 1 Role of media in business
- 2 Challenges of media planning
- 3 TRP
- 4 Types of OOH
- 5 Media weights
- 6 Pulsing
- 7 Gross impressions
- 8 Mobile buys

Part – B (5 X 12 = 60 Marks)**Note : Answer the following questions not exceeding FOUR pages each.**

- 9 a) What is Media Planning? Explain the process involved in Media planning.
OR
b) Discuss the role and importance of media in consumer buying decisions.
- 10 a) What is Media Research? Explain its importance.
OR
b) Explain the objectives of National Readership Survey. Also point out information areas covered by NRS.
- 11 a) Define Media mix. Explain the factors affecting media mix decisions.
OR
b) Briefly discuss the different methods of emerging media methods.
- 12 a) Explain the different types of setting media budget.
OR
b) Define media scheduling and explain its importance.
- 13 a) Discuss the recent developments in international media measurements.
OR
b) How to evaluate the reach of Television advertising?