

K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
PGDM (COMM) - 2018 - 20 - III TRIM
Introduction to Media & Media Analytics

Date : 04/04/2016

Time : 3 Hours

Marks : 50

Note : There are four questions, all of which are compulsory.

Q1. Approx 86% of India's TV owning households are pay TV HHs, i.e. they have Cable TV or Pay DTH. In the cable business, consumers pay a fixed amount per month and get all the channels that the cable operator decides to show. Even in most DTH HHs, consumers pick up a pre-decided pack by the DTH operators. This arrangement worked well as the consumer had a choice of several channels, while the operator had a simple collection mechanism of one single amount or standardised packs. However, if an operator switched off any channel, the consumer did not have a choice but to grin and bear it.

Recently, the Telecom Regulatory Authority of India (TRAI) has issued a New Tariff Order (NTO) which gives the power to customers to pick and choose the channels they would like to watch; and pay only for them. Consumers will get a base pack of about 100 free channels that will be available at a base rate of Rs.130 (plus taxes). Additionally, they have a choice of picking up a bouquet of channels or individual channels a la carte. The rates for individual channels or bouquets are decided by the broadcasters. Cable or DTH operators can now operate only as distributors rather than deciders.

While the order seems in favour of consumers, giving them the power to choose; cable and DTH operators say that the new order will unnecessarily complicate their business. It will also increase the rates, thereby hurting consumers.

This ruling has opened a lot of interesting scenarios, three of which are the following-

- a) Consumers will opt to select a limited number of channels that they prefer watching, and thereby a few smaller channels could get killed!
- b) Consumers will opt out of TV towards OTT platforms, thereby impacting TV overall. As a result, digital video will gain at the expense of TV
- c) Consumers would pick the channels that they are anyway watching at present, and all channels will actually gain subscription revenues, thereby the industry will gain overall.

Please evaluate the above scenarios and give your views on this topic with reasons. Your response should contain the following- (a) Assessment of above scenarios and reasons for and against each scenario happening; (b) Any other scenario in your opinion, with reasons; (c) Your point of view, with its commensurate logic.

(Hint: It is not only about the TRAI ruling and TV in isolation - the other media would also be taking some action according to the market situation). (10 marks)

Q2. Write short notes on any four of the following-

(5)

marks each)

- Give a brief note on two television measurement studies in India.
- Explain the two key print measurement studies in India, giving details of each.
- Trace the history of Radio in India.
- 'There are unlimited number of media possibilities in Rural India.' Comment on this statement with examples.
- The various outdoor media choices in India, with an explanation of each.
- The digital medium in India.
- The four basic styles of behaviour while negotiating.

Q3. Answer all of the following-

- Assume there are 10 people in a target audience watching a programme of 30 minutes as follows-

Person	# mins viewed
Person 1	5
Person 2	0
Person 3	3
Person 4	0
Person 5	1
Person 6	0
Person 7	4
Person 8	0
Person 9	0
Person 10	7

Calculate the % Reach and the Ratings% in the above case

(2 marks)

- Our commercial appeared in the following programmes-

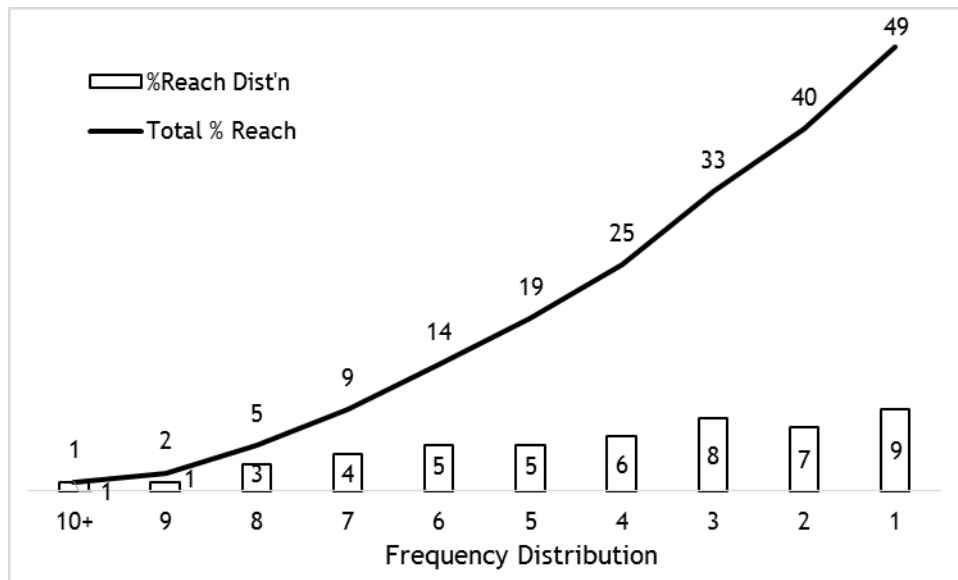
Programme Name	Average Ratings%	# Insertions	Unduplicated Reach (%)
Kundali Bhagya	1.8	6	9.4
Naagin	1.7	10	4.5
Indian Idol	1.5	8	2.5
Yeh Hain Mohabbatein	1.1	12	6.4
Shakti - Astitva Ke Ahsaas Ka	1.0	11	6.1
Yeh Rishta Kya Kehlata Hai	1.0	14	4.0
Kasautii Zindagi Kay	0.9	10	7.1
Taarak Mehta Ka Ooltah Chashmah	0.7	11	5.8

- Calculate the Total GRPs, Coverage and OTS achieved by the above plan
(3 marks)
- If we did not have Taarak Mehta... and Kasauti... in the above plan, what would have been the Total GRPs, Coverage and OTS achieved
(3 marks)
- Calculate the Total GRPs in a scenario where the number of insertions had changed as follows-
(1 mark)

Programme Name	# Insertions
----------------	--------------

Kundali Bhagya	10
Naagin	9
Indian Idol	9
Yeh Hain Mohabbatein	8
Shakti - Astitva Ke Ahsaas Ka	7
Yeh Rishta Kya Kehlata Hai	9
Kasautii Zindagi Kay	7
Taarak Mehta Ka Ooltah Chashmah	7

d. In the below graph, if we define our Effective OTS as 4, what would be our Effective Reach? (1 mark)



Q4. Please write the question number and its correct answer in your answer sheet. Each answer carries ½ mark. There is no negative marking. **PLEASE DO NOT OVER-WRITE. MULTIPLE ANSWERS AND OVER-WRITING WILL BE CONSIDERED WRONG!** (10 marks)

1 The position where the name of the daily is printed is called

-

2 The largest advertised category in India is

-

3 An advertiser launched his new brand with an ad on Monday at 9:00 pm across all TV stations. He can be said to have used the _____ strategy

-

4 The number of times on average, the audience can see the commercial during a given period is called

-

- 5 The largest number of movies released in India in 2016-17 were in _____
- | | | | |
|--------|-------|-------|-----------|
| Telugu | Tamil | Hindi | Malayalam |
|--------|-------|-------|-----------|
- 6 A period of non-activity in advertising
- | | | | |
|---------|-----------|--------|-------|
| Wastage | Make Good | Hiatus | Delay |
|---------|-----------|--------|-------|
- 7 30% of the TA that saw the ad on a channel, also saw the same ad on another channel. The term to describe these 30% viewers is
- | | | | |
|-------------|---------|----------|-----|
| Duplication | Overlap | Addition | OTS |
|-------------|---------|----------|-----|
- 8 One had to go to the ____ to get a license for a TV set in the 1960s
- | | | | |
|--------------------------|-------------|------------------|---------|
| License Registrar Office | Post Office | TV Selling Store | Nowhere |
|--------------------------|-------------|------------------|---------|
- 9 Vividh Bharati started in _____
- | | | | |
|------|------|------|------|
| 1957 | 1936 | 1921 | 1963 |
|------|------|------|------|
- 10 The term used for flicking through channels during commercial breaks is
- | | | | |
|---------|--------|-----------|----------|
| Zapping | Ziping | Switching | Shifting |
|---------|--------|-----------|----------|
- 11 _____% of TV owning HHs in India have 1 TV set
- | | | | |
|-----|----|----|-----|
| 95% | 3% | 5% | 97% |
|-----|----|----|-----|
- 12 The number of times an individual needs to be exposed to a communication in a fixed time frame for her to react in a desired way is called
- | | | | |
|-----------------|---------------------|-----|----------|
| Effective Reach | Effective Frequency | OTS | Coverage |
|-----------------|---------------------|-----|----------|
- 13 Cost of advertising based on a visitor taking a specifically designed action in response to an ad is called _____
- | | | | |
|-----------------|----------------------|-------------------------|-----------------|
| Cost Efficiency | Cost per Acquisition | Cost per completed view | Cost per Action |
|-----------------|----------------------|-------------------------|-----------------|
- 14 The two criteria for NCCS are
- | | | | |
|---|---------------------------------|--|-------------------------------------|
| Occupation of CWE, Number of Durables at home | Education of CWE, Type of house | Education of CWE, Number of durables at home | Education of CWE, Occupation of CWE |
|---|---------------------------------|--|-------------------------------------|
- 15 A piece of information sent to a browser by a Web Server is called
- | | | | |
|-------|----------|--------|------|
| Digit | Metadata | Cookie | Byte |
|-------|----------|--------|------|
- 16 Number of TV owning HHs in India _____

183 mn

153 mn

197 mn

99 mn

17 Select the odd one out

Day After Recall

Audio Matching

Coincidental Study

Diary

18 The important link in finding out whether it is a household or not, is

One Roof

Living together

Common kitchen

Relationship

19 People spent about 30 minutes watching a movie on TV. These 30 minutes are the ___ of the movie

ATS

GRP

TRP

OTS

20 Nearly ___% of all advertising investments are on Digital Media

12.5%

15%

17.5%

20%