



# SOMAIYA

## VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

### QUESTION PAPERS

<b>BRANCH: Master of Arts</b> <b>(Media, Entertainment &amp; Advertisement)</b>	<b>SEM: III</b>
	<b>MAR/APR-2023</b>

Sr. No.	Subject	Available
1.	131P27C301 – Media Planning & Buying	
2.	131P27V303 – Consumer Behaviour (A), (B)	
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10.		



LIBRARY



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Semester (January 2023 to April 2023)		
Examination: End Semester Examination March/April 2023 (UG/PG Programmes)		
Programme code: 27 Programme: MAEMA	Class: SY	Semester: III
Name of the Constituent College: SKSC	Name of the Department MASS COMMUNICATION	
Course Code: 131P27C301	Name of the Course: Media Planning and Buying	
Duration: 2 Hrs.	Maximum Marks: 160	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks	Co Attainment
Q.1	<p>Food delivery major Swiggy has rolled out Swiggy One Lite, a cheaper version of its Swiggy One membership for ₹99 for three months to customers on the app as well as through bundles with various telecom and banking partners. The subscription will allow users to have 10 free food deliveries on orders above ₹149, 10 free Instamart deliveries on orders above ₹199, additional discounts on all restaurants and a 10 per cent discount on Swiggy's pick-and-drop service Genie. The agency is now in the process of developing a TV media plan for a period of 8 weeks, within a budget of Rs 5 crores (Rs 500 lakhs). The TV channel mix can also include niche channels.</p> <p>The target group for the brand is Men &amp; Women from NCCS A and B, between the age of 21 and 55. The exhaustive list of TV channels remotely suitable to the brand's profile is given in <b>Table I</b>, with the corresponding viewership figures, and 10 second rates. The duration of the ad is also given and the spot costs are for that duration itself.</p> <p><i>Market: South, North and West zone</i>  <i>TG population (OOO's) = 56515</i>  <i>Duration of each spot: 20 seconds</i>  <b>You are required to</b></p> <ol style="list-style-type: none"> <li>Choose the channels suitable for Swiggy One, based on viewership ratings, profile and cost-efficiency and justify the choice, based on your calculations. Justify the choice based on numerical or other qualitative factors.</li> <li>Assign number of spots to each channel that you choose and calculate the cost of the media plan, so as to fit it within the budget. And present this in a tabulated form.</li> </ol>	15	3,6
Q.2. a	<p>Media 1: Reach = 45, Frequency = 12, TPC = 8, 00,000  Media 2: Reach = 55, Frequency = 08, TPC = 8,50,000  Media 3: Reach = 50, Frequency = 06, TPC = 5, 50,000  Find the GRP and CPRP of each media.  If the budget is interchanged between Media 1 &amp; Media 2, determine the changes in media 1 and Media 2</p>	15	4
<b>OR</b>			
Q.2. b	Explain the Media Planning Process	15	2
Q.3. a	<p>Undertake the following "duplication-related" calculations</p> <p>Given in <b>table II</b> is a duplication matrix of 4 Dailies. Also mentioned along each program is the readership (reach) of each paper within the TG and the number of insertions availed of, in each daily. Assume that</p>		5



nobody reads more than two dailies. You are required to calculate the, OTS, Net reach and the average frequency of this media plan.

OR

Q.3.b.	Write short note on Indian television rates and policies and Indian Newsprint Rates and Policies	15	2
Q.4	Write short Notes on Any Three a. Challenges in media planning b. The role of a Media Planner c. Media Mix d. Negotiation e. Setting and allocating media budgets	15	1

**Table I**

Television channel	Viewership ratings (for the audiences)	Viewership ratings (for the Target audiences)	Rate for 10 sec
Sun ( Tamil)	3.9	4.1	71000
Dangal (GEC)	3.6	4.0	73000
Star Plus (GEC)	3.4	3.6	70500
SAB TV (GEC)	2.7	2.9	55000
ZEE (GEC)	2.3	2.2	64000
Colors (GEC)	2.2	2.2	74000
SET Max (Movies)	1.3	1.3	27000
Zee Cinema (Movies)	1.1	1.2	24000
Star Gold (Movies)	1.0	1.0	19000
Aaj Tak – Sabse Tez.( News)	0.9	0.9	12,000
Times Now	0.8	0.7	30,000
Fox Life India	0.5	0.3	31,000

**Table II**

Market: All India						
	Target Group	Duplication Matrix %				No of Insertions
	Readership 000	TOI	NT	MT	ET	
Times of India (TOI)	890		05 %	08 %	07 %	3
Dainik Jagran (DJ)	490	-	-	11 %	07 %	4
Lokmat times (L T)	240	-	-	-	03 %	2
Economic times (ET)	190	-	-	-	-	3



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**Semester (November 2022 to April 2023)**

**Examination: End Semester Examination March/April 2023 (UG/PG Programmes)**

Programme code: 27		Class: SY	Semester: III
Programme: MAEMA			
Name of the Constituent College: S K Somaiya College		Name of the Department: Mass Media	
Course Code: 131P27V303	Name of the Course: Consumer Behaviour		
Duration : 2 Hrs.	Maximum Marks : 60		
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary			

<b>Question No.</b>		<b>Max. Marks</b>	<b>Co Attainment</b>
Q.1	One of the leading blades & razor manufacturing company is facing an unprecedented challenge - the POME (point of market entry) audience is not interested in shaving. They are more than satisfied with trimming their beards. How do you make the brand relevant for the new generation of men? Device a marketing plan for the same.	15	C01, C02, C03, C04
Q.2	A toothpaste brand which has existed as a challenger brand in the market for decades intends to undergo a personality overhaul. It wants to position itself not as a provider of sparkling white teeth, but one that's your partner in healthy oral hygiene. Core target audience for the brand being millennials and middle-aged.	15	C01, C02, C03, C04
<b>OR</b>			
Q.2a)	Write a psychographic profile of the Zudio consumer.	8	C02, C03
Q.2b)	Brands are using Twitter as a consumer redressal forum. Discuss.	7	
Q.3	A local departmental store has approached you to help them with marketing efforts and maximise the upcoming festive season. Device a marketing plan for them.	15	C01, C02, C03, C04
<b>OR</b>			
Q.3a)	Explain the 4Ps and how marketing works for any one local business.	8	C01, C02, C03, C04
Q.3b)	How can you help elevate the business?	7	
Q.4	<b>Attempt any 3:</b>	15	C01, C02, C03, C04
a)	Manifest Motives and Latent Motives		
b)	Alternative Evaluation Process		
c)	Outlet Selection Process		
d)	Postpurchase Process		
e)	Customer Relationship Management		





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Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary			

Question No.		Max. Marks	Co Attainment
Q.1	Prepare a marketing plan for a health food startup that offers personalised meals basis one's health goals. Define the target audience, craft a marketing message, and device media plan to get audiences to sign up for a 7-day trial at 50% discounted rates.	15	C01, C02, C03, C04
Q.2	You are entrusted with the responsibility of managing digital media presence for a local politician who intends to run for the upcoming municipal elections. How would you profile the target audience and what would be your marketing approach to persuade them?	15	C01, C02, C03, C04
<b>OR</b>			
Q.2a)	Create a psychographic profile of the Apple consumer.	8	C02, C03
Q.2b)	Instagram is more than just a social media platform. Discuss.	7	
Q.3	Define the target consumer and device the marketing strategy for an upcoming Chinese restaurant in your locality.	15	C01, C02, C03, C04
<b>OR</b>			
Q.3a)	Explain the 4Ps and how marketing works for any one local business.	8	C01, C02, C03, C04
Q.3b)	How can you help elevate the business?	7	
Q.4	<b>Attempt any 3:</b> a) Market Segmentation b) External and Internal Influences c) Global Cultures affecting Indian Consumers d) Perception and Marketing e) Customer Relationship Management	15	C01, C02, C03, C04