



SOMAIYA

VIDYAVIHAR UNIVERSITY

Somaia School of Humanities and Social Science

QUESTION PAPERS

BRANCH: Master of Arts (Media, Entertainment & Advertisement)	SEM: III
	NOV/DEC-2024

Sr. No.	Subject	Available
1.	231P27C301 – Media Planning & Buying	
2.	231P27C302 – Customer Relationship Management	
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506 MAEMA
Sem III
Med. Plan, Buy.

November / December 2024		
Examination: End Semester Examination (PG Programmes)		
Programme code:28 Programme: MAEMA	Class: SY	Semester: III
Name of the Constituent College: S K Somaiya	Name of the Department :Mass Communication	
Course Code: 231P27C301	Name of the Course: Media Planning And Buying	
Duration : 2 Hr.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks	Co Attainment
Q.1	<p>The sixth-generation Mercedes-Benz E-Class Long Wheelbase (LWB) is class apart from the rest. It Leave mark on the drive & make a winning statement with the Mercedes-Benz E-Class LWB. The price of Mercedes-Benz E-Class, a 5 seater Sedan, ranges from Rs. 76.05 - 89.15 Lakh. It is available in 3 variants. Create a Media Plan for 'Mercedes Benz', E Class.</p> <p>The agency is now in the process of developing a TV media plan: The TV channel mix can also include niche channels.</p> <p>Budget: Rs 5crores (Rs 500) Duration: 8 weeks Target group: NCCS A between the age of 35 and 65. Both Male & Female <i>Market:South, North, South and West zone</i> <i>TG population (OOO's) = 96412</i> Duration of each spot: 20 seconds</p> <p>The exhaustive list of TV channels remotely suitable to the brand's profile is given in Table I, 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>You are required to</p> <ol style="list-style-type: none">Choose the channels suitable for Mercedes-Benz E-Class, 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.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.	15	III & VI
Q.2. a	<p>Media 1: Reach = 32, Frequency = 10, TPC = 6, 00,000 Media 2: Reach = 52, Frequency = 07, TPC = 6,50,000 Media 3: Reach = 40, Frequency = 05, TPC = 4, 50,000 Find the GRP and CPRP of each media. If the budget is interchanged between Media 1 & Media 2, determine the changes in media 1 and Media 2</p>	15	IV
OR			

Q.2. b	Explain key steps involved in media planning. What is rating in Media Planning?	15	II
Q.3. a	Undertake the following "duplication-related" calculations Given in table II 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 nobody reads more than two dailies. You are required to calculate the, OTS, Net reach and the average frequency of this media plan.	15	V
OR			
Q.3.b.1.	Write short note on steps involved in the media buying process.	15	II
Q.4	Write short Notes on Any Three a. Media objectives b. Syndicate Buys and spot buys c. The fundamental components of a media plan d. Key benefits of negotiation e. Value addition in media buying	15	1

Table I			
Television channel	Viewership ratings (for the audiences)	Viewership ratings (for the Target audiences)	Rate for 10 sec
Dangal (GEC)	3.6	4.0	73000
Star Maa	3.5	4.2	68000
Star Plus (GEC)	3.4	3.6	72500
Sun TV (Tamil)	3.9	4.1	68000
Colors (GEC)	2.9	3.2	64000
Sony SAB TV (GEC)	2.7	2.8	54000
Goldmines	2.1	2.2	44000
Star Pravah	2.0	2.1	42000
ZEE Telugu	2.3	2.2	64000
Zee Kannada	1.9	2.0	60,000
SET Max (Movies)	1.3	1.3	26000
Zee Cinema (Movies)	1.1	1.2	24000

Table II						
Market: All India						
	Target Group	Duplication Matrix %				No of Insertions
	Readership 000	TOI	DB	AU	LT	
Times of India (TOI)	920		04 %	05 %	06 %	4
Dainik Bhaskar (DB)	680	-	-	08 %	06 %	3
Amar Ujala (AU)	560	-	-	-	04 %	2
Lokmat Times	550	-	-	-	-	2



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November / December 2024		
Examination: End Semester Examination (UG/PG Programmes)		
Programme code: Programme: MAEMA	Class: SY	Semester: III
Name of the Constituent College: S K Somaiya	Name of the Department: Mass Media	
Course Code: 231P27C302	Name of the Course: Customer Relationship Management	
Duration : 2 Hr.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks	CO
Q1	Consider a cookware brand with 20 employees. The brand has one offline store and a website for sales purposes. Their office is located in a busy suburb of Mumbai. Assume the usual departments within the company and develop a CRM strategy for the company.	15	CO4
Q 2 a	What is data warehousing? How can brands take advantage of data warehousing?	15	CO2, CO4
Q2 b	OR What is loyalty building? Explain the process.	15	CO2
Q 3 a	How can you automate the sales force for an automobile repair garage? Include methods to receive feedback for your strategy from the customers and employees.	15	CO4
Q3 b	OR Evaluate the impact of service quality on customer loyalty.	15	CO2, CO3
Q4 A	Short notes: (any 3) Market Basket Analysis	15	CO3
B	Components of CRM software		CO3
C	Customer attrition rate		CO1
D	CRM implementation process		CO4
E	RFM analysis		CO1