



SOMAIYA

VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

QUESTION PAPERS

BRANCH: Master of Arts (Media, Entertainment & Advertisement)	SEM: III
	OCT-2023

Sr. No.	Subject	Available
1.	131P27C301 – Media Planning & Buying	
2.	131P27C302 – Brand Management	
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10.		



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Semester (July 2023 to October 2023)		
Examination: End Semester Examination October 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 : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks	Co Attainment
Q.1	<p>Paytm travels have announced a Travel Carnival Sale with huge discounts and offers on flight, train, and bus tickets. The special sale offers up to 18% instant discount on domestic flight tickets and 10% discount on international flight bookings during the period. The Travel Carnival Sale will see participation from all major airlines — IndiGo, AirAsia, Vistara, Air India, SpiceJet, Star Air, Alliance Air, and Akasa Air. Also, there are exciting offers on transactions through AU Small Finance Bank, Bank of Baroda, RBL Bank, and HSBC Bank. Additionally, it is offering a special discounted fare for students, senior citizens, and Armed Forces personnel. In addition, users will get a flat 15% off on flight bookings through Paytm payment instruments including Wallet, Postpaid, and Paytm co-branded credit cards.</p> <p>The target group for the brand is Men & Women from NCCS A and B, between the age of 21 and 58. 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><i>Market: South, North and West zone</i> <i>TG population (OOO's) = 56515</i> <i>Duration of each spot: 20 seconds</i></p> <p>You are required to</p> <ol style="list-style-type: none"> Choose the channels suitable for Paytm travels, 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	3,6
Q.2. a	<p>Media 1: Reach = 65, Frequency = 13, TPC = 7, 50,000 Media 2: Reach = 55, Frequency = 08, TPC = 6,50,000 Media 3: Reach = 50, Frequency = 06, TPC = 5, 40,000 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	4
OR			
Q.2. b	Explain the fundamental components of a media plan. Discuss considerations for pricing media properties	15	2
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		5

	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.		
OR			
Q.3.b.	Apple Iphone 15 is launching a new campaign to promote its latest range of smart phones. Develop a media mix and explain/ justify the selection of media. (All media options can be used).	15	2
Q.4	Write short Notes on Any Three <ol style="list-style-type: none"> The role of a Media Planner Readership, listenership, and viewership data GRP and TRP Competitive analysis Media Objectives 	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 (LT)	240	-	-	-	03 %	2
Economic times (ET)	190	-	-	-	-	3



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Semester (July 2023 to october 2023)			
Examination: End Semester Examination oct/nov 2023 (PG Programmes)			
Programme code: 27 Programme: MAEMA		Class: SY	Semester: III
Name of the Constituent College: S K Somaiya college		Name of the Department : Mass communication	
Course Code: 131P27C302	Name of the Course: Brand management		
Duration : 2 Hrs.	Maximum Marks : 60		
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3) Length of the answer will not guarantee full score, relevance will 4) This paper is an expression of your perception about brands, avoid mimicking thoughts			

Question No.		Max. Marks	Co Attainment
Q.1	<p>In a world where fashion brands are constantly vying for attention, one name has emerged as a trailblazer in the industry – Jacquemus. With its innovative marketing approach, this French luxury brand has managed to captivate the fashion world and leave a lasting impression.</p> <p>One of the key impacts of Jacquemus' marketing approach is the shift towards more immersive and experiential events. Other brands have started to follow suit and create fashion shows and events that go beyond the traditional runway format. By doing so, they are able to create a stronger emotional connection with their audience and generate more buzz around their brand.</p> <p>Jacquemus has transformed the fashion industry with their innovative marketing approach. By focusing on authenticity, storytelling, and creating memorable experiences, they have created a unique brand identity that resonates with their audience and sets them apart from the competition. Their commitment to sustainability has also inspired other brands to prioritise ethical and sustainable practices in their marketing strategies.</p>	15 marks	03



- A. Looking at the product what are the factors that helped Jacquemus into transforming into a brand
 B. What are your opinion about the brand and the product?

Q.2	<p>A. Brand building in 21 steps of your preferred brand Or</p> <p>B. Build a consumer brand pyramid reflecting role of each section of pyramid</p>	15 marks	03
Q.3	<p>A. Draw BCG matrix plotting brands of your choice Or</p> <p>B. Branding elements with its advantages and disadvantages</p>	15 marks	02
Q.4	<p>Short note(any 3 out of 5)</p> <ol style="list-style-type: none"> Brand management Brand equity Brand personality CBBE model Brand advocacy 	15 marks	01