

K.J. SOMAIYA INSTITUTE OF MANGEMENT STUDIES & RESEARCH  
 PGDM (COMMUNICATIONS) - III 2017 - 19 BATC H  
 Introduction to Media & Media Analytics

Date : 02/04/2018

Marks : 50

Time : 3 Hours

There are four questions, all of which are compulsory.

Q1. There is a school of thought that states that digital will continue its growth at breakneck speed and overtake TV and Print to be the single largest medium in terms of advertising investments in India.

Another school of thought states that digital has reached a level and will now slow down. It will still grow further, but will not overtake TV in the next decade.

Please evaluate both schools of thought and give your views on this topic with reasons. Your response should have the following- (a) reasons why digital could grow to overtake TV and Print; (b) reasons why digital would slow down and not overtake TV (and possibly print too); (c) Your point of view, with its commensurate logic.

*(Hint: It is not only about digital - 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)

- a) Give a brief history of television in India
- b) Challenges faced by Print Media in India over the past decade, and how it has risen to the challenge
- c) Radio measurement methods and studies to measure Radio listenership
- d) 'There are unlimited number of media possibilities in Rural India.' Comment on this statement with examples.
- e) Write a summary on the advantages of OOH medium
- f) What is Digital Media? What are the different types of Digital Advertising?

Q3. Answer all of the following-

- a) 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	0
Person 4	4
Person 5	0
Person 6	0
Person 7	3
Person 8	0
Person 9	0
Person 10	6

Calculate the % Reach and the Ratings% in the above case (2 marks)

- b) Our commercial appeared in the following programmes-

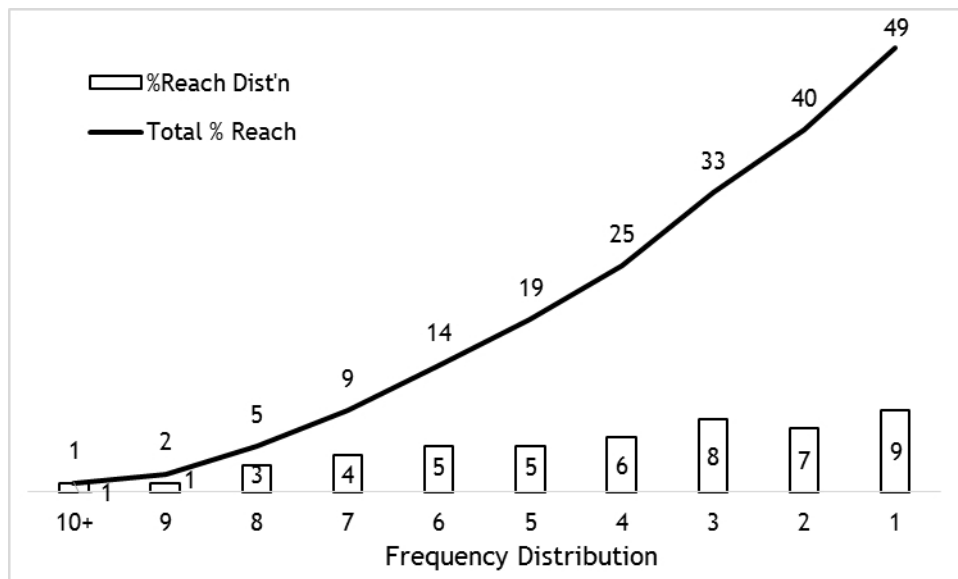
Programme Name	Average	# Insertions	Unduplicated
----------------	---------	--------------	--------------

	Ratings%		Reach (%)
Kundali Bhagya	1.6	8	9.4
Ishq SubhanAllah	1.2	12	4.5
Yeh Hain Mohabbatein	1.1	15	6.4
Shakti - Astitva Ke Ahsaas Ka	1.0	10	6.1
Yeh Rishta Kya Kehlata Hai	1.0	18	4.0
Super Dancer Chapter 2	0.9	15	7.1
Taarak Mehta Ka Ooltah Chashmah	0.7	12	5.8
Sajan Re Phir Jhooth Mat Bolo	0.5	8	2.5

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

Programme Name	# Insertions
Kundali Bhagya	10
Ishq SubhanAllah	9
Yeh Hain Mohabbatein	9
Shakti - Astitva Ke Ahsaas Ka	8
Yeh Rishta Kya Kehlata Hai	7
Super Dancer Chapter 2	9

- d. In the below graph, if we define our Effective OTS as 5, 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 first computer ever produced was

UNIVAC

MK - 1 Colossus

Commodore

IBM 701

2 In 1990, the number of TV channels in India was

< 5

6-10

11-20

> 20

3 One had to go to the \_\_\_\_\_ to get a license for a TV set in the 1960s

TV selling store

License Registrar  
Office

Post Office

Nowhere

4 Number of TV owning HHs in India

77 mn

99 mn

153 mn

183 mn

5 \_\_\_\_\_ are non-quantifiable characteristics that are used to define a target audience

Demographics

Psychographics

Sociographics

All of these

6 When I decide when I want to consume a video and ask for it specifically, it is called

User Specified  
Content

OTT Viewing

User-Generated  
Content

Video on  
Demand

7 A device that can connect to a TV to facilitate the delivery of internet based video content is called

Set Top Box

OTT Device

DTH Device

None of these

8 A strategic distribution of advertising over time is called

Planning

Scheduling

Buying

Sampling

9 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

OTS

Effective Reach

Effective  
Frequency

Coverage

10 Estimated ad investments in India in 2016 was

< Rs.40,000 cr

Rs.40,000-45,000  
cr

Rs.45,000-50,000  
cr

> Rs.50,000 cr

11 Post Phase II, FM Radio extended to \_\_\_\_\_ cities

81

91

108

294

12 The largest number of movies released in India every year are in the \_\_\_\_ language

Hindi

Malayalam

Tamil

Telugu

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

Relationship

Living together

One Roof

Common kitchen

14 DTH stands for

Daily TV Households

Direct To Home

Direct TV Households

None of these

15 \_\_\_\_% of TV Owning HHs in India have 1 TV

95%

97%

3%

5%

16 Technique in which respondents are told to recall elements of an advertisement or a complete advertisement by giving certain clues

Aided Recall

Unaided Recall

Total Recall

Claimed Recall

17 Ratio of % of a category's sale in a market to the target population percentage in the same market

Target Development Index

Category Sales Index

Category Development Index

Category Target Index

18 Claimed (or Total) Readership is nearly always \_\_\_\_ Average Issue Readership

greater than

lesser than

equal to

not related to

19 Write the full form of OTS

20 Write the full form of ABC