K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program:PGDM(Comm)-IV-No Div Trimester (Batch 2018-2020)

Subject: Media Planning and Buying

(End Term Examination)

Maximum Marks: 50

Duration: 3 hours

Date: 17th September, 2018.

Q1 – 20 marks
Others – 10 marks each

Question 1 is compulsory. Answer any three questions from Q2 to Q5

Q1:   20 marks

Hutchison Max Telecom Ltd. was one of the first mobile service operators in India. Launched under the brand name 'Max Touch' in Mumbai in 1994, it stayed a Mumbai based brand till 1999, when it entered Delhi. Post 2000, Hutchison Max extended slowly to all 23 mobile telecom circles in India.

The brand name has seen changes over the years – from Max Touch to Orange to what we now know as Vodafone.

Idea Cellular, an Aditya Birla group company, is another large player in the Indian mobile services sector.

Vodafone and Idea have merged to form the largest mobile service provider in India, with 440 million subscribers (of which 90% are active) and 34.7% market share by revenue as on Sept 2018. It is also seeing a healthy growth rate of 10% Y-o-Y. 53% of their subscribers are in the rural areas of the country, which is higher than any other mobile service provider except Idea. Both the players had individually lost consumers to Reliance JIO, and are looking at regaining this share post-merger; which essentially makes the Indian mobile services market a 3 horse race between Vodafone Idea Ltd., Bharti Airtel and JIO.

After a bruising price war, sanity is expected to return to the market, and rates expected to increase.

The user base of Vodafone Idea Ltd. can be broadly categorised into three groups – corporate subscribers, individual post-paid subscribers and individual prepaid subscribers. Prepaid subscribers form 94% of the user base (as is the case with most mobile companies).

The marketing team at the new entity Vodafone Idea Ltd. wants to embark on a new

advertising campaign to inform their consumers about the new entity, and to regain / strengthen their user base. As is evident from the market dispersion, their users straddle the length and breadth of the country.

You have to plan the media communication strategy for them. As part of this exercise, you have to -

1. Define the target audience demographically and by markets. Give reasons for your definition
2. Write the Media Objective, with reasons for the same
3. Explore alternate Media Strategies and recommend one, with reasons
4. What media would you select for their campaign, and why?

Q2: Answer any five of the following-   10 marks
   a) Describe three types of scheduling patterns
   b) What is the difference between Audience and Target Audience? Substantiate with examples
   c) Define Effective Frequency and Effective Reach and substantiate with an example
   d) What is a medium, and what is a vehicle?
   e) If a media planner says that she is targeting 25% SOV on TV, what does she mean?
   f) Explain Stickiness Index with an example
   g) 'Profile gives us an understanding of the nature and quality of an audience' – please explain this statement
   h) What are Solus readers? Please explain with an example

Q3: Answer any two of the following-   10 marks
   a) Highlight key differences between print, TV, radio and internet
   b) Describe and explain various ways by which a media planner prioritise markets
   c) Write a short note on the reasons to use as well as limitations of any three media
   d) Mention at least three methods of setting media budgets with a short explanation of each

Q4: Write short notes on any two of the following-   10 marks
   a) What various factors would you look for when selecting media vehicles? Highlight at least five factors and elaborate on each
   b) Building blocks of a media strategy
   c) How would you define a Target Audience as demographic and psychographic segments
   d) The various roles in a media agency

Q5: Write short notes on any two of the following-   10 marks
   a) Key requirements that one can evaluate a media innovation on
   b) Mechanics of assembling a media plan
   c) The media buying process and type of media buys
   d) How would you measure non-measureable media