

Printed Pages – 3

Roll No. :

576487(76)

M. B. A. (Fourth Semester) Examination, 2020
APR-MAY
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(New Scheme)

(Specialization : Applied Electives)

(Management Branch)

MEDIA MANAGEMENT

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

Note : Attempt any two question from each section.

All questions carry equal marks (8).

Section-‘A’

1. What is Media Planning? Discuss functions of Media Planning.

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2. Describe the process of media planning for consumer goods and the Industrial goods.
3. Explain different challenges in media planning process.

Section-‘B’

4. Define media research. Explain process of media research.
5. What is electronic advertising? Explain benefits and limitations of Television advertising.
6. “Internet is playing defiantly a changed and important role in advertising but having its limitations”. Explain above statement with limitation of internet advertising.

Section-‘C’

7. What is Out of Home (OOH) Advertisements? What are the current trends? Discuss.
8. What is Media Mix? Describe briefly the different types of media mix.
9. What is Media Buying? Describe different steps in the buying process.

Section-‘D’

10. What is Media Audit? Describe different methods with media audit.
11. A good creative presentation is required to pitch the client. Discuss.
12. Explain the process and importance of media scheduling. Also explain different types of media scheduling.

Section-‘E’

13. What do you mean by consumer behavior? How advertisement influences buyer’s behavior, explain in brief.
14. What is Segmentation Marketing? Discuss the different criteria for segmenting the market.
15. Write short notes on : (any two)
 - (i) AIDA model
 - (ii) Functions of AAAI
 - (iii) Creativity and brand message