

TILAK MAHARASHTRA VIDYAPEETH, PUNE

MASTERS OF ARTS IN MASS COMMUNICATION, ADVERTISING AND PR

EXAMINATION: JANUARY - 2022
SECOND SEMESTER

Sub: Media Selection & Planning (MADPR 18-203)

Date : 27/01/2022

Total Marks :40

Time: 10.00 am to 12.00 noon

Instruction:

All questions are compulsory.

Q.1. Answer the following. (Any One) (15)

A. What are the steps involved in media planning?

OR

B. What are the steps involved in market analysis and research?

Q. 2. Write short notes. (Any Three) (15)

1. BARC

2. Media Brief

3. Advertising Budget

4. Media Buyer

5. Remarketing

Q. 3. Open Ended Question (10)

Prepare a media plan for a film which is about to release in cinema theatres.