

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION
ADVERTISING AND PR
EXAMINATION: DECEMBER - 2023
SECOND SEMESTER

Sub: Media Selection & Planning (MADPR 22-203)

Date: 22/12/2023

Total Marks : 40

Time: 2.00 pm to 4.00 pm

Instruction:

All questions are compulsory.

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

1. Explain Media weight theory and Media Wave Theory with the example of any current brand.

OR

2. Explain all the criteria for developing media plan with relevant example.

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

1. Media Mix
2. Target Market coverage
3. Media Scheduling
4. Frequency
5. Road blocking

Q. 3. Open Ended Question (10)

Make a media plan for a brand which manufactures handbag/Laptop bag/ clutch both for men and women ranging 1500rs to 10k. (Brand is 30 years old)
