

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION
ADVERTISING AND PR
EXAMINATION: MAY - 2024
SECOND SEMESTER
Sub: Media Selection & Planning (MADPR 22-203)

Date: 10/05/2024

Total Marks : 40

Time: 10.00 am to 12.00 am

Instruction:

All questions are compulsory.

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

A) Explain Media strategy planning phase I and II in detail with example.

OR

B) Explain Media Dominance and Media Concentration Theory in detail with example.

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

- 1) Problems in media Planning
- 2) Brand perseverance
- 3) Importance of media plan
- 4) Target market

Q. 3. Open Ended Question (10)

A company of edible oil is going to start their distribution in hilly region. Give a media plan for the brand using all planning elements.
