



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examinations (December 2018)

School : Film & Media

Program: BBA - Media & Communication

Course: Media Planning & Buying (Jury Exam)

Course Code: MAC304

Semester: Five

Max Marks: 250

Duration (mins): 8 hours

Instructions

- Each question carries equal marks.
- You are expected to answer on the basis of your own project.

- Q 1. What is the significance of (the given topic) in media planning & buying? 50 Marks
- Q 2. What are the sources of gathering authentic information about this topic? 50 Marks
- Q 3. How this topic complements other mediums? 50 Marks
- Q 4. How this topic has evolved with the time? 50 Marks
- Q 5. What are the ways of keeping abreast with this topic? 50 Marks

PROJECT FOR THE JURY EXAM

There will be 10 teams of 2 students each. (Teams will be decided internally)

Each team has to prepare a presentation on a given topic from the syllabus. The presentation should throw light on all the pertinent facts, figures and statistics related to the respective topic.

The list of topics is as under –

1. Audit Bureau of Circulation
2. Indian Newspaper Society
3. Indian Readership Survey
4. Classified – lineage & display ad rates of TOI Pune
5. Leading Radio Channels in Mumbai
6. Google Adwords – Search & Display ads
7. Outdoor Media
8. Facebook as a platform for marketing
9. TV ad rates of News Channels
10. Mediums of BTL Promotions

The presentation will be evaluated on the basis of –

1. Research
2. Relevance with the topic
3. Quality & authenticity of the information
4. Significance with respect to Media Planning & Buying
5. Teamwork & overall performance

The presentation should reach us latest by four days prior to the end term exam.