

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION
ADVERTISING AND PR
EXAMINATION: MAY - 2025
SECOND SEMESTER
Sub: Media Selection & Planning (MADPR 22-203)

Date: 15/05/2025**Total Marks : 40****Time: 10.00 am to 12.00 pm**

Instruction:*All questions are compulsory.***Q. 1. Answer the following. (Any One) (15)**

- A) What are some of the common problems faced in media planning? How can advertisers overcome these challenges to optimize their campaigns?

OR

- B) Describe the key theories of media planning: Media Weight Theory, Media Wave Theory, Media Dominance Theory, and Media Concentration Theory. How do these theories influence media strategy? With Example.

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

- 1) What are the key questions that must be answered before creating a media plan?
- 2) How has media planning changed over time?
- 3) Explain the three main classes of media.
- 4) What is media scheduling for the Television?

Q. 3. Open Ended Question (10)

A brand (name any) manufactures cold drink (soda, non alcoholic) and they need to boost their sale in the market as compare to their competitors. Product price range is 80/- per lit. Define the target audience and make a detail media plan for the brand.