

INDIRA UNIVERSITY, PUNE

SCHOOL OF LIBERAL ARTS- BAJMC

Term End Examination (2025 Pattern) April- May – 2026- Semester – II

Course Name: Introduction to Media Planning
Course Code: 25JMC221T

Max. Marks: 50
Time: 2.30 Hours

Instructions

- Instructions: Please do not write anything on the question paper other than your roll number.

Q1.	Attempt any 2 out of 3 questions (Short notes): (10 Marks) a. Who are media owners? b. What is a media planner? c. Define media strategy.	CO3
Q2.	Solve any 1 out of 2 questions (Broad questions): (10 Marks) a. Explain audience segmentation and targeting strategies in media planning. b. Evaluate tools like TAM, BARC, and ComScore for audience analysis.	CO4
Q3.	Solve any 1 out of 2 questions: (10 Marks) a. Discuss the fundamentals of building a media strategy for a new product launch. b. Create a comprehensive media plan for a hypothetical brand (product/service).	CO5
Q4.	Solve any 1 out of 2 questions: (10 Marks) a. Explain CPM, CPC, and CPA. Evaluate their cost-efficiency in campaigns. b. 'Campaign budgets are very important' in multi-platform campaigns.- Discuss.	CO6
Q5.	Solve any 1 out of 2 questions: (10 Marks) a. Describe the steps in setting campaign objectives for media planning. b. Explain reach, frequency, impressions, and their importance in media planning.	CO3
