

**FINAL**  
Examination Paper

(COVER PAGE)

Session : August 2015

Programme : Diploma In Mass Communication (DMCN)

Course : COM2105: Media Planning

Date of Examination : December 6, 2015

Time : 11.00am – 1.00pm Reading Time : Nil

Duration : 2 Hours

**Special Instructions :**

Section A: Answer any **FIFTEEN (15)** terms.

Section B: Answer any **THREE (3)** short answer questions.

Section C: Answer any **TWO (2)** essay questions.

Materials permitted : Non-Programmable Calculator

Materials provided : Nil

Examiner(s) : Ms. Eizan Azira and Sharon Thillainathan

Moderator : Mr. Mohd Khairul Irwan Bin Mansor

*This paper consists of 5 printed pages, including the cover page*

DIPLOMA IN MASS COMMUNICATION (DMCN)  
COM2105: MEDIA PLANNING  
FINAL EXAMINATION: AUGUST 2015 SESSION

**SECTION A-**

Defining Terms – Answer **FIFTEEN (15)** out of **TWENTY (20)** terms.

**(30 marks)**

1. Media Planning
2. Media Objectives
3. Media Strategy
4. Broadcast Media
5. Print Media
6. Media Vehicle
7. Reach
8. Frequency
9. Coverage
10. Creative strategy plan
11. CPM
12. Test Market
13. Marketing mix
14. Advertising perception
15. Generational cohorts
16. Psychographic
17. Secondary target audience
18. Rate Card
19. Insert
20. Tabloid

**SECTION B**

Answer **ANY THREE (3)** out of **FIVE (5)** questions. This section may require the use of non-scientific calculators. Scientific calculators and mobile phone calculators are prohibited. Each question carries equal marks. **(30 marks)**

**Question 1**

Descriptions	
Number of households in USA	250,000,000
1 rating point	1%
Therefore	2,500,000
<i>Friends</i> 's GRP rating (1 week in May)	15.8 (i.e 15.8%)
Target contacts	2,500,000 x 15.8%
Therefore	395,000

395,000 were tuned into *Friends* in its timeslot of Monday on 19/9/2015 and had an Opportunity to See (OTS) any Television commercial aired during that program *Friends*. A 25 sec commercial costs \$30,000 is aired on this program during the 2014-2015 season.

- (a) Calculate the *CPM*. (5 marks)

Refer to the above information; assume the target market for Brand 123 consists of women aged 18-25 years that equal to 38% of the total audience.

- (b) Calculate the *CPM-TM*. (5 marks)  
(Total = 10 marks)

**Question 2**

Description	Percentage
Reach for Product X's TV commercial	55%
Reach for Product X's Magazine campaign	45%
Gross Rating Points for TV	110
Gross Rating Points for Magazine	165

- (a) Calculate the *reach* for this campaign. (4 marks)

- (b) Calculate the *frequency* for an average target audience that have seen the advertisement. (6 marks)  
(Total = 10 marks)

**Question 3**

Use the following information to calculate the CPM and CPM-TM.

The Brand Manager for Vanish is considering other media selections in which to advertise the new liquid detergent. Cost comparisons between several candidate vehicles will be considered before accepting the media planner's recommendations. Popular local production, *Female*, on XYZ between 20:00-20:30 on weekday nights, is another candidate vehicle for the liquid detergent. *Female* has a rating of 23.3%. The latest AMPS figures for 2015 show that approximately six million households in the country own television sets. If a 20 seconds TV commercial on this channel costs RM155, 000.00, what will the CPM be for *Female*? All calculations must be shown.

(a) Calculate the *CPM*.

(5 marks)

The marketers of Vanish have set the target market for the brand as trendy, young female consumers aged 20-30 years. Research figures supplied by the media planner indicated that this group represents 65% of *Female* total audience.

(b) Calculate the *CPM-TM*.

(5 marks)

(Total = 10 marks)

**Question 4**

**Useful Data for Brand DEF Breakfast Cereal**

<b>Population of Malaysia</b>	33,000,000
<b>Population of Perlis</b>	2,500,000
<b>Percentage of Malaysians who are living in Perlis</b>	$\frac{2,500,000}{33,000,000} \times 100 = 7.6\%$
<b>Sales for Brand DEF in Perlis</b>	RM 150,000
<b>Total Sales for Brand DEF in Malaysia</b>	RM 3,200,000
<b>Percentage of Perlis Sales for Brand DEF to Total Malaysia Sales</b>	$\frac{150,000}{3,200,000} \times 100 = 4.69\%$
<b>Percentage of Perlis's Sales in this Product Category to Total Malaysia Sales</b>	9.7%

One method of determining where to advertise is to use buying power indices. From the data shown above:

(a) Calculate the Brand Development Index (BDI) for Brand DEF in Perlis.

(5 marks)

- (b) Calculate the Category Development Index (CDI) for this Brand DEF's product category in Perlis.

(5 marks)  
(Total = 10 marks)

### Question 5

Discuss the FIVE (5) major problems in media planning.

(Total = 10 marks)

## SECTION C

Answer TWO (2) out of THREE (3) questions. Each question carries equal marks.

(40 marks)

### Question 1

Hotel Coco, has never advertised on any medium before. The hotel has previously depended on viral marketing promotions and also through customers' reviews on Booking.com and Agoda sites and apps. Due to declining sales over the recent Christmas holiday season, Hotel Coco is considering an advertising campaign for the first time. Write a media plan for this client.

### Question 2

Media planners must decide on the reach, frequency, and continuity in order to achieve advertising objectives. Define each term and discuss the relationship between these factors and why it is important in media planning?

### Question 3

The advertiser has allocated an advertising budget of RM3.5 million for the purpose to increase awareness of their existing product, BATA. As a media planner, you need to identify and discuss the best media for the above product and you need to explain why you have selected the media.

~THE END~  
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