

 **INTI International**
University & Colleges

FINAL
Examination Paper

(COVER PAGE)

Session : April 2018

Programme : Diploma In Mass Communication (DMCN)

Course : COM2105: Media Planning

Date of Examination : July 26, 2018 (Thursday)

Time : 11:00am – 01:00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

SECTION A: Answer any **THREE (3)** short-answer questions. (60 marks)

SECTION B: Answer any **TWO (2)** essay questions. (40 marks)

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Ms. Tan Ben Jane

Moderator : Mohd Khairul Irwan Bin Mansor

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

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM2105: MEDIA PLANNING
FINAL EXAMINATION: APRIL 2018 SESSION

Section A (60 marks)

Instructions: This section consists of **FIVE (5)** questions. Answer any **THREE (3)** questions in the answer booklet provided. All questions carry equal marks.

Question 1

- (a) What is a media plan and what a media plan includes? Briefly explain about media plan and list the **FOUR (4)** main components of a media plan. (8 marks)
- (b) Explain about media plan presentation. (7 marks)
- (c) What is the difference between target market and target audience? Briefly explain and give examples. (5 marks)

(Total: 20 marks)

Question 2

- (a) Explain **ONE (1)** advantage and **ONE (1)** disadvantage of print media compared to broadcast media. (4 marks)
- (b) Explain **ONE (1)** advantage and **ONE (1)** disadvantage of broadcast media compared to print media. (4 marks)
- (c) Identify **TWO (2)** major methods of media scheduling. Illustrate each method with a diagram, and explain **TWO (2)** advantages of each method. (12 marks)

(Total: 20 marks)

Question 3

(a)

Number of households in area A: 80,000

Circulation of "New Straits Time" newspaper to households in area A: 30,000

What is the reach of "New Straits Time" newspaper to households in area A?

Show the working and answer, and explain the answer.

(5 marks)

(b)

Population in area B: 270,000

Men ages 25-54 in area B: 90,000

Men ages 25-54 in area B that watch "Top Dollar" program: 4,000

What is the reach of "Top Dollar" program to men ages 25-54 in area B?

Show the working and answer, and explain the answer.

(5 marks)

(c)

31,981 adults in area B are dieting to maintain physical fitness.

7,279 of dieting adults in area B subscribe to the "Runner" magazine.

Number of ads to be purchased in "Runner" magazine: 4 monthly issues

What is the dieter GRPs in "Runner" magazine?

Show the working and answer, and explain the answer.

(7 marks)

(d)

6 adults 18-34 rating with 5 commercials a day in "Travel" program (Area C)

What is the adult 18-34 GRPs in "Travel" program?

Show the working and answer, and explain the answer.

(3 marks)

(Total: 20 marks)

Question 4

(a)

“Cosmopolitan” magazine’s reach of working women in area A: 24%

Number of ads to be purchased in “Cosmopolitan” magazine: 4 monthly issues

The working women population in area A is 18,000

What is the working women gross impression in “Cosmopolitan” magazine?

Show the working and answer, and explain the answer.

(5 marks)

(b)

5 adults 25-40 rating with 4 commercials a day in “Adventure” program (Area C)

The 25-40 population in area C is 36,000

What is the adult 25-40 gross impression in “Adventure” program?

Show the working and answer, and explain the answer.

(5 marks)

(c)

Dieters’ gross impressions of Brand Y in Kuala Lumpur (one month)

- “The Sun” newspaper’s reach of target dieters: 3,200
 - Number of ads to be purchased: 8
- “Fitness” television program’s reach of target dieters: 1,200
 - Number of ads to be purchased: 16

Dieters’ Gross Impressions of Brand Y (one month)

Areas	“The Sun” newspaper’s gross impression	“Fitness” TV program’s gross impression	Total gross impressions
Penang	21,000	17,000	C
Perak	28,000	25,000	D
Kuala Lumpur	A	B	E
Total			F

Calculate A, B, C, D, E and F. Show the workings and answers, and explain answer F.

(10 marks)

(Total: 20 marks)

Question 5

- (a) Explain **ONE (1)** advantage and **ONE (1)** disadvantage of using Cost per Thousand data in selecting media vehicle within a single medium. (8 marks)

(b)

A page in "Golf Digest" magazine costs \$200
3500 regular golfers subscribe to the magazine

What is the Cost per Thousand of "Golf Digest" magazine? Show the working and answer, and explain the answer.

(5 marks)

(c)

Number of regular golfers: 20,000

Regular Golfers that watch "Golf Academy" program: 800

Cost of a 30-second commercial: \$1,000

What is the Cost per Rating Point of "Golf Academy" program? Show the working and answer, and explain the answer.

(7 marks)

(Total: 20 marks)

Section B (40 marks)

Instructions: This section consists of **FOUR (4)** questions. Answer any **TWO (2)** questions in the answer booklet provided. All questions carry equal marks.

Question 1

- (a) What is media planning? Explain. (5 marks)
- (b) What is the procedure in media planning? Identify and briefly explain **FOUR (4)** steps. (15 marks)

(Total: 20 marks)

Question 2

Identify **FOUR (4)** classes of media. Explain the advantage and disadvantage of each class of medium.

(20 marks)

Question 3

Identify **FOUR (4)** types of print media. Explain **ONE (1)** advantage and **ONE (1)** disadvantage of advertising through each type of print medium.

(20 marks)

Question 4

(a) Identify and explain **TWO (2)** methods of setting total media budget. Provide an example of each method as well.

(12 marks)

(b) Below is a table of brand T media budget. Apply media weighting by filling in the blanks with specific amounts in the table. State N/A if no amount is allocated.

Brand T media budget

Areas	Sales made	Media budgets	Network TV delivery	Network TV budgets	Spot TV budgets
A	25%	\$15,000	30%		
B	35%	\$21,000	35%		
C	40%	\$24,000	35%		
Total	100%	\$60,000	100%		

(8 marks)

(Total: 20 marks)

~ The End ~

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