

**FINAL**  
Examination Paper

(COVER PAGE)

Session : August 2018

Programme : Diploma In Mass Communication

Course : COM2105: Media Planning

Date of Examination : 13<sup>th</sup> December 2018 (Thursday)

Time : 11:00AM - 1:00PM

Duration : 2 hours Reading Time : Nil

Special Instructions :

Instruction: This paper consists of **TWO (2) SECTIONS.**

Answer any **THREE (3)** questions in **SECTION A** and any **TWO (2)** questions in **SECTION B.**

**IMPORTANT NOTE** : **THIS PAPER SHOULD NOT BE TAKEN OUT OF THE EXAMINATION HALL**

Materials Permitted : Nil

Materials Provided : Answer Booklets

Examiner(s) : Ms. Tan Ben Jane

Moderator : Ms. Esaline Marie Spykerman

*This paper consists of a cover page and 5 printed pages.*

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)

COM2105: MEDIA PLANNING

FINAL EXAMINATION: AUGUST 2018 SESSION

**Instruction:** This paper consists of **TWO (2) SECTIONS**. Answer any **THREE (3)** questions in **SECTION A** and any **TWO (2)** questions in **SECTION B**.

**SECTION A:** Answer any **THREE (3)** questions in the answer booklet provided. **(60 marks)**

**Question 1**

- (a) Explain **ONE (1)** advantage and **ONE (1)** disadvantage of advertising through
- (i) Movie
  - (ii) Product placement
  - (iii) Internet
- (12 marks)
- (b) What is a media mix? Briefly explain. (3 marks)
- (c) List **FIVE (5)** types of print media. (5 marks)

**(Total: 20 marks)**

**Question 2**

- (a) What is media planning? Explain. (5 marks)
- (b) 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)
- (c) Explain about media plan presentation. (7 marks)

**(Total: 20 marks)**

**Question 3**

- (a) Number of households in area A: 110,000  
Circulation of "The Star" newspaper to households in area A: 45,000

What is the reach of "The Star" newspaper to households in area A?  
Show the working and answer, and explain the answer.

(5 marks)

- (b) Population in area B: 220,000  
Women ages 25-54 in area B: 80,000  
Women ages 25-54 in area B that watch "Yoga" program: 3,000

What is the reach of "Yoga" program to women ages 25-54 in area B?  
Show the working and answer, and explain the answer.

(5 marks)

- (c) 32,500 adults in area B are dieting to maintain physical fitness.  
7,000 of dieting adults in area B subscribe to the "Fitness" magazine.  
Number of ads to be purchased in "Fitness" magazine: 3 monthly issues

What is the dieter GRPs in "Fitness" magazine?  
Show the working and answer, and explain the answer.

(7 marks)

- (d) 5 adults 18-34 rating with 4 commercials a day in "Asia World" program (Area C)

What is the adult 18-34 GRPs in "Asia World" program?  
Show the working and answer, and explain the answer.

(3 marks)

**(Total: 20 marks)**

**Question 4**

- (a) “Times” magazine’s reach of working women in area A: 26%  
 Number of ads to be purchased in “Times” magazine: 4 monthly issues  
 The working women population in area A is 24,000

What is the working women gross impression in “Times” magazine?  
 Show the working and answer, and explain the answer.

(5 marks)

- (b) 6 adults 25-40 rating with 3 commercials a day in “Fortune” program (Area C)  
 The 25-40 population in area C is 32,000

What is the adult 25-40 gross impression in “Fortune” program?  
 Show the working and answer, and explain the answer.

(5 marks)

- (c) Dieters’ gross impressions of Brand Y in Kuala Lumpur (two months)

- “Fitness” magazine’s reach of target dieters: 2,100
  - Number of ads to be purchased: 2
- “Yoga” television program’s reach of target dieters: 800
  - Number of ads to be purchased: 16

Dieters’ Gross Impressions of Brand Y (one month)

Areas	“Fitness” magazine’s gross impression	“Yoga” TV program’s gross impression	Total gross impressions
Penang	6,400	15,000	C
Perak	5,200	13,000	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) A page in “Golf Digest” magazine costs RM150  
3400 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)

- (b) Number of regular golfers: 22,000  
Regular Golfers that watch “Golf Academy” program: 1,300  
Cost of a 30-second commercial: RM1,100

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

(7 marks)

- (c) Below is a table of Sony’s media budget. Apply media weighting by filling in the blanks with specific amounts in the table. State N/A if no amount is allocated.

Sony’s media budget

Areas	Sales made	Media budgets	Network TV delivery	Network TV budgets	Spot TV budgets
A	30%	RM36,000	30%		
B	40%	RM48,000	30%		
C	30%	RM36,000	40%		
Total	100%	RM120,000	100%		

(8 marks)

**(Total: 20 marks)**

**SECTION B:** Answer any **TWO (2)** questions in the answer booklet provided. **(40 marks)**

**Question 1**

Identify **FOUR (4)** classes of media. Then, explain about each class of media in a sentence. Provide **TWO (2)** examples for each class of media.

(20 marks)

**Question 2**

Identify and explain **FOUR (4)** main problems in media planning.

(20 marks)

**Question 3**

(a) What are the **FOUR (4)** components in a media plan? List all the main components and all the sub components of a media plan in sequence.

(15 marks)

(b) List **THREE (3)** primary research sources and **TWO (2)** secondary research sources for gathering media data.

(5 marks)

**(Total: 20 marks)**

**Question 4**

(a) Explain **TWO (2)** advantages and **TWO (2)** disadvantages of advertising through

- (i) Radio
- (ii) Television

(16 marks)

(b) Explain **ONE (1)** advantage and **ONE (1)** disadvantage of advertising through broadcast media (compared to print media).

(4 marks)

**(Total: 20 marks)**

~ The End ~

*com2105(f)/aug18/formatted*