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ST. PAUL'S UNIVERSITY

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SCHOOL OF COMMUNICATION AND COMPUTER STUDIES
DEPARTMENT OF COMMUNICATION STUDIES
DIPLOMA IN COMMUNICATION STUDIES
FINAL EXAM
JANUARY-APRIL 2024/2025 SEMESTER
MODE: EVENING
NAIROBI CAMPUS
DADV 206: MEDIA PLANNING

ST. PAUL'S UNIVERSITY

DATE: APRIL, 2025 **TIME: 2 HOURS**

INSTRUCTIONS: Answer All Questions in SECTION A and Attempt two Questions in Section B.

SECTION A: Answer All Questions

Question 1

i) Define the following terms: a) Media planning **(2 marks)**
b) Media scheduling **(2 marks)**

ii) Discuss four (4) factors influencing media planning. **(8 marks)**

iii)Explain the difference among earned, owned and paid media. **(6 Marks)**

iv) Discuss the importance of media mix in media planning. **(4 marks)**

v) Case Study: A local restaurant chain in Kenya wants to increase its customer base among young professionals aged 20-33 in the urban area. Develop a media plan outlining the steps you would take to achieve this objective. Include specific media channels, rationale for selection, and metrics for evaluating success. **(8 marks)**

SECTION B: Answer any Two Questions

Question 2

i) Outline four (4) traditional media channels. **(4 Marks)**

ii) Discuss five (5) most common challenges in media planning, and how to overcome them. **(5 Marks)**

iii) Outline six (6) stages in the media planning process. **(6 marks)**

Question 3

i) Describe the importance of media buying in the media planning process. **(5 Marks)**

ii) Demonstrate how the media segments audiences**.** **(10 marks)**

Question 4

i) a) Discuss five (5) factors that determine the choice of media in media planning. **(10 Marks)**

ii) You are a media planner for a new energy drink targeting young adults aged 18-30. The brand aims to increase awareness and drive sales through an integrated media campaign. Your budget is limited, so you need to make strategic decisions to maximize reach and engagement within the target demographic. State five key performance indicators (KPIs) you would you use to measure the effectiveness of the media campaign. **(5 Marks)**

Question 5

i) Explain the difference between reach and frequency in media planning. **(6 marks)**

ii) Examine the following metrics used in media planning:

a) Cost per thousand (CPM) **(3 marks)**

b) Return on Investment (ROI) **(2marks)**

c) Click-Through Rate (CTR) **(2 marks)**

d) Impressions **(2 marks)**

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