Roll No. Total No. of	Total No. of Pages
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Total No. of Questions: 09

BA (JAMC) (Sem.-1)
GLOBAL MEDIA
Subject Code: BJAMC-103

M.Code: 13002

Time: 3 Hrs. Max. Marks: 60

### **INSTRUCTION TO CANDIDATES:**

- SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- 2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
- 3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

# SECTION-A SECTION-A SECTION-A

# 1. Answer briefly:

- a) Magazine
- b) Globalization
- c) Reuters
- d) Campaign
- e) Syndicates
- f) Smart phone
- g) Social media
- h) Information technology
- i) Information super highway
- j) PTI



# **SECTION-B**

- 2. What are global electronic media?
- 3. Explain "Global Advertising".
- 4. What is Consumer research?
- 5. List different types of media.
- 6. What is meant by "Media environment"?

# **SECTION-C**

- 7. What are the legal considerations in global media environment?
- 8. "Multinational companies cannot survive without global advertising". Discuss.
- 9. Discuss in detail the importance of global media environment.

NOTE: Disclosure of identity by writing mobile number or making passing request on any page of Answer sheet will lead to UMC against the Student.

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