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Total No. of Pages : 02

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 :

1. 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

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.