

**www.FirstRanker.com**

### 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.**