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Total No. of Questions: 09

B.Sc.(JAMC) (Sem.-1)
GLOBAL MEDIA
Subject Code: BJAMC-103
Paper ID: [B0426]

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 N.F. II STRANKEN

## 1. Answer briefly:

- a) Media.
- b) Mobile
- c) Global advertising.
- d) Global market.
- e) Consumer research.
- f) Global electronic media.
- g) New media.
- h) Types of global market.
- i) Media technology.
- j) Media environment.



## **SECTION-B**

- 2. Explain the concept of global media.
- 3. Why is choice of Global Media is Important?
- 4. Mention three ethical considerations in global media environment.
- 5. What are the features of global print media?
- 6. List any five global media agencies.

## **SECTION-C**

- 7. What are the unique characteristics of global advertising?
- 8. Discuss the principles of a global campaign.
- 9. What role does global print media play in business?

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