

[illegible]

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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?