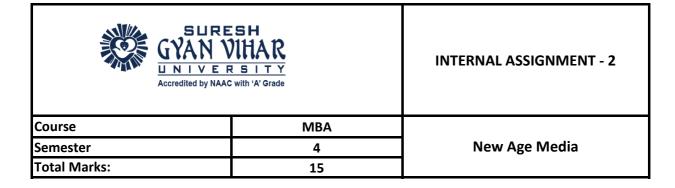


## Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A. What is Net Advertising: ET Seminar? Explain.
- **B.** Explain the Direct-to-Consumer Subscription Service.
- **C.** What do you mean by Cinematography? Write detailed note on Makers of Ad Films.

## Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- A. What is MOM?
- **B.** Explain digital agencies.
- **C.** What is VAS?
- **D.** Define credit card.
- E. Define video.



## Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- **A.** Explain briefly the Training in Cinema.
- **B.** Explain the types of Websites in detail.
- **C.** Write detailed note on Box Office Terminology.

## Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- A. Explain digital media.
- B. Define internet.
- **C.** What is WWW?
- **D.** Define SMS.
- E. What is cellular telephony?