
 <b>SURESH GYAN VIHAR UNIVERSITY</b> <small>Accredited by NAAC with 'A' Grade</small>		<b>INTERNAL ASSIGNMENT - 1</b>
<b>Course</b>	<b>MBA</b>	<b>Media &amp; Campaign Management</b>
<b>Semester</b>	<b>3</b>	
<b>Total Marks:</b>	<b>15</b>	

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

- A. State the objectives and goals of Media in detail.
- B. Explain the beginning of Electronic Media Briefly
- C. What is the role of Mass Media in contemporary democracy?

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

- A. Journalism
- B. Audience
- C. Fundamental Ideology
- D. Entropic message
- E. Free Press theory

 <b>SURESH GYAN VIHAR UNIVERSITY</b> <small>Accredited by NAAC with 'A' Grade</small>		<b>INTERNAL ASSIGNMENT - 2</b>
<b>Course</b>	<b>MBA</b>	<b>Media &amp; Campaign Management</b>
<b>Semester</b>	<b>3</b>	
<b>Total Marks:</b>	<b>15</b>	

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

- A. What are the objectives of Marketing Research?
- B. Explain in detail about media with example.
- C. How to set up a Broadcasting Unit?

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

- A. Competitive advertising
- B. What is Script writing?
- C. Cosmopolitan
- D. Critics
- E. What is Survey's role?