
 SURESH GYAN VIHAR UNIVERSITY <small>Accredited by NAAC with 'A' Grade</small>		INTERNAL ASSIGNMENT - 1
Course	MBA	Media Management : Print and Radio
Semester	4	
Total Marks:	15	

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

- A. Explain the objectives of Media Planning for TV.
- B. Explain the importance of Transit Advertising.
- C. Write a detailed note on importance of Telecast Time.

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

- A. Media Scene
- B. Explain retail media.
- C. Explain people meter proposal.
- D. What is cross media ownership?
- E. What is media industry?

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Course	MBA	Media Management : Print and Radio
Semester	4	
Total Marks:	15	

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

- A. Explain Concept of Processing in detail.
- B. Explain TV vs. other media in detail.
- C. What is the effect of slow down on print media?

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

- A. BARC
- B. What is media audit?
- C. Explain incentive.
- D. Explain leverage.
- E. Define DM.