



**SURESH  
GYAN VIHAR**  
UNIVERSITY  
Accredited by NAAC with 'A' Grade

**INTERNAL ASSIGNMENT - 1**

<b>Course</b>	<b>MBA</b>	<b>New Age Media</b>
<b>Semester</b>	<b>4</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 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.



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**INTERNAL ASSIGNMENT - 2**

<b>Course</b>	<b>MBA</b>	<b>New Age Media</b>
<b>Semester</b>	<b>4</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. 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?