



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

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.** What are the demerits of TV Ads?
- B.** Explain merits and demerits of TV Ads.
- C.** Explain the concept of print. Explain about print media in detail.

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

- A.** Define broadcast media.
- B.** What is media buying?
- C.** What is broadcaster?
- D.** Explain media cost inflation.
- E.** Define media.



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INTERNAL ASSIGNMENT - 2

Course	MBA	Media Management : Print and Radio
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Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A.** Explain the Importance of Art work and Photography.
- B.** Write a detailed note on recent trends in Outdoor and Transit Media.
- 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.** Explain JIC.
- B.** Media Innovation
- C.** TRP Reports
- D.** What is newsroom?
- E.** What is new media policy?