

Day & Date	Semester	Subject Name	Time	Code	Marks
Monday 25/03/2019	IV Fresh	Integrated Marketing Communication	11.00 AM To 01.30 PM	4002	75

Instruction:

- I) Answer any five from the following
 II) All questions carry equal marks

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- Q.1. How do you measure the effectiveness of pre-testing method of advertising (15)
2. What are the advantages and disadvantages of direct marketing. (15)
3. Define sales promotion and explain its merits and demerits. (15)
4. Explain the role of IMC in marketing mix. (15)
5. Discuss the communication process with a help of a diagram. (15)
6. Give a detailed note on emerging trends on IMC (15)
7. Write short note on any two of the following: (7.5*2=15)
- Positioning.
 - Marketing Segmentation.
 - Target Marketing.

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Day & Date	Semester	Subject Name	Time	Code	Marks
Friday 22/03/2019	IV (Fresh)	Introduction To Broad Casting	11.00 AM to 01.30 PM	4001	75

- I) All questions carry equal marks
II) Attempt any five questions

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1. Trace the history and evolution of Radio in India (15)
 2. Discuss in brief the formats of programme of Television (15)
 3. Write a detailed note on Rural broadcasting in India (15)
 4. Mention the role of TV as means of Entertainment and Education.(15)
 5. Write a detailed note on Community Radio. (15)
 6. Discuss in brief the principles for writing for Television. (15)
 7. Write short notes on- (Any 2) (15)
 - A. Doordarshan
 - B. Radio Drama
 - C. AM Vs FM

Day & Date	Semester	Subject Name	Time	Code	Marks
Wednesday 27/03/2019	IV Fresh	Introduction To New Media	11.00 AM To 01.30 PM	4003	75

Instruction:

- I) All questions carry equal marks.
- II) Answer any five out of seven questions.

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1. Elaborate the concept of E- learning . what are the benefits of it. 15 Marks
 2. What are different types of cybercrime? 15 Marks
 3. Describe the pros and cons of video gaming. 15 Marks
 4. What are the Advantage and disadvantage of new media. 15 Marks
 5. What Is Learning in a Participatory Culture? 15 Marks
 6. What is media convergence . explain in details 15 Marks
 7. Short notes (Any Two) 15 Marks
 - a)What is Intellectual property rights?
 - b) What is copyright?
 - c) Search Engine

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Day & Date	Semester	Subject Name	Time	Code	Marks
Wednesday 27/03/2019	IV Fresh	Introduction To New Media	11.00 AM To 01.30 PM	4003	75

Instruction:

- I) All questions carry equal marks.
- II) Answer any five out of seven questions.

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1. Elaborate the concept of E- learning , what are the benefits of it. 15 Marks
 2. What are different types of cybercrime? 15 Marks
 3. Describe the pros and cons of video gaming. 15 Marks
 4. What are the Advantage and disadvantage of new media. 15 Marks
 5. What Is Learning in a Participatory Culture? 15 Marks
 6. What is media convergence .explain in details 15 Marks
 7. Short notes (Any Two) 15 Marks
 - a)What is Intellectual property rights?
 - b) What is copyright?
 - c) Search Engine