

[Time: Two Hours]

[Marks:60]

Please check whether you have got the right question paper.

N.B: 1. Each Question is of 15 marks.

Q.1. New Mass Media has opened avenues for exclusive online channels that are rich source of income and great content. Illustrate the answer with the help of examples.

OR

Q.1. What do you understand by copy rights? Why is it important? What are the different types of media content rights that can be placed out?

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Q.2. Advertising has explored the potential of each mass media medium extensively. Illustrate the same by explaining any particular campaign of brand/product of your choice.

OR

Q.2. What are the major changes in film marketing in the modern era? Explain with the help of the examples.

Q.3. Radio got second lease of life in late 70s and early 2000s. Describe the comeback and rise of the medium after the privatisation.

OR

Q.3. What are various kinds of Advertising agencies? Elaborate on their functions.

Q.4. Success of Global Citizen, along with the likes of film festivals and literature festivals are gaining popularity in India. The event industry is one of the fastest growing segments of media. Discuss how media helps events gain momentum.

OR

Q.4. What is digitisation of television? How will this benefit the business of Indian television industry and viewers?
