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1205E509

Candidate's Seat No : _____

M.M.C.J. (Sem.-IV) Examination
507 Media Planning & Media Application
May-2017

Time : 3 Hours]

[Max. Marks : 70

Q.1 (A) Answer the following questions of any one in brief (7)

1. Describe in detail, various skills of a manager.

OR

1. Difference between Manager and a leader.

(B) Write in short (any two) (4)

1. Planning management

2. Function of Manager

3. Four P's of marketing

(C) Write in one or two sentences (3)

1. Team

2. Group

3. Audit bureau of circulation

Q.2 (A) Answer the following questions of any one in brief (7)

1. What is consumer behavior compact model –describe in detail with diagram.

OR

1. What is market survey? Why is it important in media industry?

(B) Write in short (any two) (4)

1. Publicity

2. Promotion

3. Propaganda

(C) Write in one or two sentences (3)

1. Consumer

2. Subscription

3. Registration of Newspaper

Q.3 (A) Answer the following questions of any one in brief (7)

1. Explain the term management with reference to the term environment and attitude.

OR

1. Describe in details the key points necessary to commence a new newspaper.

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(B) Write in short (any two) (4)

1. Media Plan
2. Media strategy
3. Media management

(C) Write in one or two sentences (3)

1. Digital marketing
2. Budget
3. Managing people

Q.4 (A) Answer the following questions of any one in brief (7)

1. Write in detail about Marketing Mix.

OR

1. Importance of Decision making.

(B) Write in short (any two) (4)

1. Disadvantage of social media
2. Fight against the fake news as a journalist
3. Live video telecast on net – is it useful?

(C) Write in one or two sentences (3)

1. Mobile advertising
2. Internet advertising
3. Newsletter

Q.5 (A) Answer the following questions of any one in brief (7)

1. Describe what is called as market segmentation.

OR

1. Explain in detail with example of successful campaign planning and
Various media involved in the campaign.

(B) Write in short (any two) (4)

1. Necessity of smart phone in media
2. Importance of app
3. Online PR

(C) Write in one or two sentences (3)

1. Broadcast vs. Telecast
 2. Print vs. TV
 3. Hoardings vs. Digital Display
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