

U.G. 6th Semester Examination - 2021

MEDIA STUDIES

[HONOURS]

Course Code : MSDH-CC-T-14

(Media Economics and Media Management)

Full Marks : 60

Time : 2½ Hours

The figures in the right-hand margin indicate marks.

Candidates are required to give their answers in their own words as far as practicable.

(Media Economics)

[Marks : 30]

1. Write short notes (any **five**): 2×5=10
- a) Media
 - b) Oikonomikos
 - c) Economics
 - d) Adam Smith
 - e) Karl Marx
 - f) Need
 - g) Want
 - h) Utility
 - i) Market

2. Answer any **two**: 5×2=10
- a) Point of equilibrium
 - b) Fixed cost and Variable cost in production line
 - c) Utility has no physical existence with examples
 - d) Definition of Market
3. Answer any **one**: 10×1=10
- a) Salient features of Media Economics and its deviations from Classical Economics.
 - b) A product is produced for generating profit. How profit is generated for a consumer product and media product in this respect?
 - c) Describe the types of market.

(Media Management)

[Marks : 30]

4. Write short notes (any **five**): 2×5=10
- a) SWOT Analysis
 - b) AIDA
 - c) Fear appeal
 - d) Bandwagon appeal
 - e) DRIP model
 - f) Limitations of magazine advertising
 - g) ATL and BTL
 - h) Mediation of reality
 - i) Out of Home(OOH) ads

5. Answer any **two**: $5 \times 2 = 10$

- a) Importance of TRP in advertising
- b) Advertising vs Marketing
- c) Maslow's Hierarchy of needs
- d) Social media as an advertising medium

6. Answer any **one** : $10 \times 1 = 10$

- a) What are the different types of advertising mediums? Explain the advantages and disadvantages of the mediums. $2+8$
- b) Suppose you want to give advertisement that has a message around LGBTQ which medium would you choose and why? Explain the reasons.

10
