

U.G. 6th Semester Examination - 2022**MEDIA STUDIES****[HONOURS]****Course Code : MSDH-CC-T-14****(Media Economics and 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.*1. Answer any **ten** questions: 2×10=20

- i) Artificial Demand
- ii) Ceteris paribus
- iii) AIDA
- iv) Dual Economy
- v) SMCR Model
- vi) Packaging
- vii) Media Planning
- viii) Media Buying
- ix) Target Audience
- x) Social Responsibility of Media
- xi) Supply Curve

2. Answer any **four** of the following: 5×4=20

- i) Demand Curve
- ii) Mixed Economy
- iii) Marketing Mix
- iv) E-Commerce
- v) Social Media Marketing

3. Answer any **two** of the following: 10×2=20

- i) What is so special in Media product packaging? Explain the concept of media economics with reference to media product packaging.
- ii) Explain the concept of supply with proper diagram and support your answer with at least two examples.
- iii) Explain the process in Advertising Communication with proper example and illustrate the concept of Noise in such type of communication.
- iv) What is Cross elasticity in demand explain inelastic demand relation with respect to media industry by giving one example?

[Turn Over]