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EMPM-304

**M. A. in Electronic Media Production
and Management (MA-EMPM)**

Term-End Examination

December, 2018

**EMPM-304 : MEDIA MANAGEMENT AND
MARKETING**

Time : 1½ Hours

Maximum Marks : 30

Note : Attempt any *three* questions. All questions carry equal marks.

1. Classify the kinds of competition. Why is market segmentation important ? 10
2. Explain the macro environment forces that a marketer should identify and respond to. 10
3. What is buyer behaviour ? Why is it important to monitor post-purchase behaviour ? 2+8
4. Explain the process of developing a marketing research plan. 10

(A-2) P. T. O.

[2]

5. What does a brand signify ? Explain a few marketing strategies in current times. 2+8
6. Write short notes on the following : 5×2=10
- (a) 4 P's of marketing
 - (b) Targeting