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EMPM-304

**M. A. IN ELECTRONIC MEDIA
PRODUCTION AND MANAGEMENT
(MAEMPM)**

Term-End Examination

June, 2019

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

Time : 1 $\frac{1}{2}$ Hours

Maximum Marks : 30

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

1. Discuss the factors that influence consumer behaviour. 10
2. Discuss the relevance of market segmentation. 10
3. Explain the importance of demographic and economic environment for a marketer with examples from the Indian context. 10

(A-10) P. T. O.

4. Define Management. Explain the principles of management. 10
5. What do you understand by undifferentiated marketing strategy and concentrated marketing strategy ? Explain. 10
6. What is Marketing Mix ? Explain with suitable examples. 10