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Brainware University
Barasat, Kolkata -700125

Term End Examination 2025-2026
Programme – M.Sc.(MSJ)-2025
Course Name – Media Marketing and Management
Course Code - MSJ17500 (T)
(Semester I)

Full Marks : 40 **Time : 2:0 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question) 1 x 10=10

1. *Choose the correct alternative from the following :*

(i) ..... India's first premium video on demand platform (VOD).

a) Amazon Prime b) SonyLIV
c) Disney+Hotstar d) ZEE5

(ii) Discounts and Promotions are which form of promotion tools? Choose.

a) Personal selling b) Sales Promotion
c) Public relation d) Direct Marketing

(iii) Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or ..... by an identified sponsor.

a) object b) subject
c) service d) all of these

(iv) An essential feature of capitalist economy is?

a) Private Ownership b) Exchange of Wealth
c) No dominance by owners d) Free Market Economy

(v) If Times Group is an example of media conglomerate, The Hindu group is an example of which ownership?

a) Cross media b) Chain
c) Single d) Partnership

(vi) Identify the term for the strategic planning and allocation of resources in media organizations:

a) Media Consolidation b) Media Management
c) Media marketing and management d) All of these

(vii) Classify Facebook, LinkedIn, and YouTube.

a) Social platforms for content dissemination b) Content management tools
c) Audio tools d) Visual editors

(viii) Identify PR tools that boost brand reputation.

a) Publish false reviews
b) Circulate press releases, blogs, and expert interviews
c) Ignore media
d) Focus on polls

(ix) Analyze how AI changes media marketing strategies.

a) It reduces all creativity
b) Enables automation and personalization
c) Increases manual effort
d) Stops audience interaction

(x) Analyze how ethical lapses affect brand reputation.

a) Improve media coverage
b) Can result in consumer distrust and backlash
c) Increase user base
d) Simplify marketing

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Explain the core objective of media marketing in modern businesses. (3)
3. Write a short note on laws of demand and supply in media context (3)
4. Explain audience research. (3)
5. Examine the role of media convergence in multi-platform marketing. (3)
6. Formulate a convergent media plan for launching a new podcast. (3)

OR

Generate a marketing strategy that uses AI to improve customer experience. (3)

Group-C

(Long Answer Type Questions) 5 x 3=15

7. What are the steps of planning? Discuss. (5)
8. Analyse the importance of audience measurement systems for television ratings. (5)
9. Design a cross-cultural branding approach for a regional snack brand entering the global market. (5)

OR

Develop a brand personality guide for a mental health awareness NGO. (5)

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