



21000585

**QP CODE: 21000585**

**Reg No** : .....

**Name** : .....

**M A DEGREE (CSS) EXAMINATION, MARCH 2021**

**Third Semester**

Faculty of Social Sciences

**CORE - MM500302 - MEDIA BUSINESS AND PRACTICE**

M A Cinema and Television, M A Multimedia

2019 Admission Onwards

8FC66CDF

Time: 3 Hours

Weightage: 30

**Part A (Short Answer Questions)**

*Answer any **eight** questions.*

*Weight 1 each.*

1. What are the various theories of management?
2. What do you mean by Stakeholders?
3. What are the different types of research in print media?
4. What do you mean by Media Management?
5. Explain the concept of Media Relations.
6. What do you mean by Digital Natives?
7. What is DCP?
8. What is ESRB?
9. What do you mean by Event Management?
10. What is Media Marketing?





(8×1=8 weightage)

**Part B (Short Essay/Problems)**

*Answer any **six** questions.*

*Weight 2 each.*

11. State the difference between formal and informal organization
12. Explain the idea of corporate management.
13. Explain Marketing Mix?
14. In India Post Production business for Films is on danger zone. What is the reason behind it?
15. Explain the need of Editorial Management?
16. Explain the role of the advertising department of a newspaper.
17. Explain the 3D animation and gaming pipeline and project the main differences between them.
18. Narrate the difference between B2B and B2C.

(6×2=12 weightage)

**Part C (Essay Type Questions)**

*Answer any **two** questions.*

*Weight 5 each.*

19. Explain in detail about Film Marketing on media forms. • How is the business network functioning for marketing? • How would you place a commercial film for today's audience? • Also illustrate an innovative and a lateral way of Marketing.
20. Explain the relationship between Editorial and Advertisement Department.
21. New Media Start ups are booming in India currently with huge success rates. Explain the major and common business factor behind all these startups and links between them as partnerships.
22. Music and Audio Piracy have destroyed and have burnt a hole in Audio Business. a. What is the solution to resurrect this holy business? b. How can Piracy be curbed in audio sector?

(2×5=10 weightage)

