

QP CODE: 22000901



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Reg No :

Name :

M A DEGREE (CSS) EXAMINATION, APRIL 2022

Third Semester

Faculty of Social Sciences

CORE - MM500302 - MEDIA BUSINESS AND PRACTICE

M A Cinema and Television, M A Multimedia, M A Print and Electronic Journalism

2019 ADMISSION ONWARDS

66DB593B

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

Answer any **eight** questions.

Weight **1** each.

1. What is Business Environment ?
2. What do you mean by Non-Profit Organizations?
3. What is a readership survey?
4. Which all are the various departments in a media organisation?
5. Explain the concept of Creative Commons.
6. Explain the concept of Vision, Mission & Objective.
7. What is CERO?
8. Explain Film Rights.
9. Explain Positioning & Segmentation.
10. What is IPTV?

(8×1=8 weightage)

Part B (Short Essay/Problems)

Answer any **six** questions.

Weight **2** each.

11. Explain with examples the basic principles of management?
12. What is a Business Environment ? and explain the role of defining a business environment?
13. Media is both an industry and profession. Comment.





14. Budgeting is an important aspect of media management. Prepare a budget for a short film on road safety.
15. Explain the qualities and responsibilities of a media person.
16. How can a SWOT analysis can be used in planning for an organization.
17. VFX & Animation business in India. Why do popular studios go bankrupt. Explain the scenario.
18. Explain C2C with examples.

(6×2=12 weightage)

Part C (Essay Type Questions)

Answer any **two** questions.

Weight **5** each.

19. Why Indian Film Industry is very slow at becoming a corporate ? • Explain the whole scenario in context with production department. • What are the benefits in converting Film Industry to a corporate structure?
20. Evaluate the ethics and code of e-journalism.
21. The short film movement across the globe will be the next big thing on mobile content. Do you agree?
22. Analyze the status of soap operas in the digital age.

(2×5=10 weightage)

