



QP CODE: 23144920



Reg No :

Name :

M A DEGREE (CSS) EXAMINATION, NOVEMBER 2023

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

216D8677

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

*Weight **1** each.*

1. Explain the Scope of management.
2. What do you mean by Finance Management?
3. What is a case study?
4. Explain the need of Media Management.
5. Explain Media Convergence
6. Explain Media Buying.
7. What is SCRUM?
8. What do you mean by Censorship?
9. What do you mean by Targeting?
10. What does no C2C mean?

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

*Weight **2** each.*

11. Explain the working of a Non-Profit Organizations
12. Explain the concept of Finance Management.





13. Why are Intellectual property rights important?
14. Explain the difference between Marketing Mix and Promotion Mix.
15. Explain the impact of technology on organizational design
16. Give detailed explanation for AIDA with examples
17. How does Mobile gaming Industry work today compared to mainstream gaming business with bigger platforms like PC, and Consoles?
18. Explain B2B with examples

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

*Weight **5** each.*

19. Explain the process of Film Making from Pre to Post on an LP's perspective also with marketing and Distribution.
20. Explain the difference between functioning of news agency and newspaper.
21. Review the conglomeration of the media in the e-age
22. What is Social Media Management? How are New Media Managing companies sourcing User stats, feedback & reviews from Social Media and presents it to their Client Brands or service.

(2×5=10 weightage)

