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

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# BA DEGREE CBCS EXAMINATION, MARCH 2020

## Fourth Semester

## Complementary Course - MT4CMT13 - MEDIA MANAGEMENT

B A Multimedia Model III,B A Visual Communication,BA Audiography & Digital Editing

2017 Admission Onwards

BE45D5C0

Time: 3 Hours

Marks: 80

### Part A

*Answer any **ten** questions.*

*Each question carries 2 marks.*

1. Explain the Scope of management.

2. Explain the concept of corporations.

3. What do you mean by Leadership In Organizations?

4. What is Media Planning?

5. Explain the concept of Vision, Mission & Objective

6. Explain the concept of Creative Commons.

7. What is E-Commerce Matrix?

8. Explain EULA

9. What do you mean by Editorial Management?

10. Explain CODEC

11. What is the advantages of a questionare?

12. What is social media research?

(10×2=20)

### Part B

*Answer any **six** questions.*

*Each question carries 5 marks.*

13. Explain the working of a Non-Profit Organizations

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14. What are the 4 types of Intellectual property rights ?

15. Write short note on the functions of various depatments in a media organisation?

16. Importance of TRP in relation with New Media Channels and apps publishing the same?

17. Vlogging is a boom in India from last year & continues to be. What's the business behind it?

18. Social Media has changed the way how brands can communicate with end users. Explain the B2B and B2C flow behind this.

19. Explain B2B with examples

20. What is a Hypothesis? Explain different types of Hypothesis.

21. What is a research process? Explain the various steps in a research process.

(6×5=30

## Part C

*Answer any two questions.*

*Each question carries 15 marks.*

22. How content of a good newspaper full-fill the requirement of a family members? Give your views.

23. Draw up the ideal budget for a short film being produced by a new team of filmmakers

24. Why did IPTV fail? What is the reason behind the failure? a. Explain if it will be a success if launched today. b. Business advantages of IPTV comparing to a regular TV.

25. Explain the step by step process of conducting a research and writing down the research thesis.

(2×15=30