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Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.) EXAMINATION, MAY 2019

Fourth Semester

MT 4CM T13—MEDIA MANAGEMENT

(Common to Multimedia Model III, B.A. Visual Communication B.A. Audiography and Digital Editing)

Time : Three Hours

Maximum Marks : 80

Part A

*Answer any **ten** questions.
Each question carries 2 marks.*

1. Digital marketing.
2. Peoplemeter.
3. Traditional media.
4. Budget.
5. User-generated content.
6. Target Audience.
7. Brand identity.
8. Marketing communication.
9. Audit Bureau of Circulations.
10. Press Commission of India.
11. Chief Editor.
12. Stakeholder.

(10 × 2 = 20)

Part B

*Answer any **six** questions.
Each question carries 5 marks.*

13. What is crisis management.
14. What are the duties of editorial department in media.

Turn over





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15. Explain the role of public relation in media management.
16. What is programming strategy in media.
17. Explain the legal issues in media management.
18. Discuss the scope of media management.
19. Describe the functions of New media management in a news organisation.
20. What is E publishing management.
21. Point out the new trends in media management.

(6 × 5 = 30)

Part C

Answer any two questions.

Each question carries 15 marks.

22. Elucidate the ownership patterns of mass media in India.
23. Explain the theories of media management.
24. Critically analyse the foreign equity policy in Indian media.
25. Describe the functions of various department in a newspaper organization.

(2 × 15 = 30)

