



QP CODE: 21102991



21102991

Reg No :

Name :

B.A DEGREE (CBCS) EXAMINATIONS, OCTOBER 2021

Fourth Semester

Complementary Course - MT4CMT13 - MEDIA MANAGEMENT

(Common for B.A Audiography & Digital Editing, B.A Multimedia Model III, B.A. Visual Communication)

2019 Admission only

F4D3CFD0

Time: 3 Hours

Max. Marks : 80

Part A

Answer any **ten** questions.

Each question carries **2** marks.

1. What do you mean by Management studies?
2. Explain Recruiting Process.
3. What do you mean by Consumer Relations?
4. What do you mean by Exclusive Rights?
5. Which all are the various departments in a media organisation?
6. Explain the concept of Media Economics.
7. What is TRP?
8. Explain Film Rights
9. What is PEGI?
10. What is SCRUM?
11. What do you mean by Sampling?
12. What is a thesis?

(10×2=20)

Part B

Answer any **six** questions.

Each question carries **5** marks.

13. Explain the idea of corporate management.





14. Define media management and describe its nature.
15. What are the basic assumptions of organizational culture?
16. Explain the qualities and responsibilities of a media person.
17. Enumerate the steps in the planning process.
18. Explain In Film Branding.
19. What is IPTV and explain its advantages?
20. Write short notes on different types of research.
21. Explain primary data and secondary data.

(6×5=30)

Part C

Answer any **two** questions.
Each question carries **15** marks.

22. What are the essential qualities in an outstanding Media Manager? Explain.
23. 'Editorial department is the back bone of any newspaper organization'. Give your views.
24. Explain the process of Film Making from Pre to Post on an LP's perspective also with marketing and distribution.
25. Today choosing the right medium for communication is largely based on research findings. Express your views on this statement by analysing the need for research in print and electronic media.

(2×15=30)

