



22102891

QP CODE: 22102891

Reg No :

Name :

B.A DEGREE (CBCS) REGULAR EXAMINATIONS, AUGUST 2022

Fourth Semester

Complementary Course - MT4CMT13 - MEDIA MANAGEMENT

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

2020 Admission Only

7FBD9F6A

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

Each question carries 2 marks.

1. Explain the Scope of management.
2. What is Business Environment ?
3. Explain Media Convergence.
4. Explain Public Ownership.
5. What do you mean by Internal And External Business Environment?
6. Explain the concept of Creative Commons.
7. What do you mean by Promotional Mix?
8. What is CBFC?
9. What is SCRUM?
10. Explain Positioning & Segmentation.
11. What do you mean by a Research?
12. What is a dissertation?

(10×2=20)

Part B

*Answer any **six** questions.*

Each question carries 5 marks.





13. Explain the concept of working of a Non-Governmental Organization.
14. Why are Intellectual property rights important?
15. Explain the impact of technology on organizational design.
16. What is 'budget control and sales strategy'?
17. Discuss briefly quality control and cost effective techniques.
18. Explain B2C with examples.
19. What is IPTV and explain its advantages?
20. Explain primary data and secondary data.
21. Explain the different research methods used in online media research.

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. State the concept of media management and elucidate the best media management practices across the world.
23. 'Advertisement is the main source of revenue for a media organization'. Comment.
24. Explain the relationship between Editorial and Advertisement Department.
25. Give a detailed account of Research process and explain various types of researches.

(2×15=30)

