



QP CODE: 26018879



26018879

Reg No :

Name :

MA DEGREE (CSS) SPECIAL REAPPEARANCE EXAMINATION MARCH 2026

Third Semester

CORE COURSE - MM500302 - MEDIA BUSINESS AND PRACTICE

M A MULTIMEDIA, M A CINEMA AND TELEVISION, M A PRINT & ELECTRONIC JOURNALISM

2024 ADMISSION ONLY

53AAB08F

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

Weight 1 each.

1. What is Business Environment ?
2. What do you mean by Non-Governmental Organization?
3. What do you mean by Focus Group?
4. Explain the concept of Media Economics.
5. What do you mean by Exclusive Rights?
6. Explain Public Ownership.
7. What is CBFC?
8. What is E-Commerce Matrix?
9. What do you mean Event Planning And Management?
10. What is SEO?

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

Weight 2 each.

11. Briefly discuss the emerging trends in the field of management.
12. What is a Business Environment ? Explain the role of defining a bussiness environment.
13. Explain the structure of a media organization.
14. The importance of interdepartmental coordination in an organization. Explain.
15. How does a proper organizational structure help in the proper functioning of a business?





16. Describe the importance of advertisement for institution.
17. Social Media has changed the way how brands can communicate with end users. Explain the B2B and B2C flow behind this.
18. What is the use of Soundcloud? How is it changing the way of new audio content creators and their business?

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

Weight 5 each.

19. Draw up the ideal budget for a short film being produced by a new team of filmmakers.
20. Evaluate the ethics and code of e-journalism.
21. Gaming Industry – Why it is still at an infant stage in India? Refer to case studies of indigenous games in recent times (as a spin off merchandising of films such as Krish, Ra-one and Ghajini) and other games too.
22. Analyze the promotion of online shopping and the e-commerce matrix.

(2×5=10 weightage)

