

Branch- VISUAL COMMUNICATION (ELECTRONIC MEDIA)

CORE ELECTIVE - II MEDIA MANAGEMENT

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10x2 = 20)

- 1 Management scope.
- 2 Objective.
- 3 Franchising.
- 4 Types of media ownership.
- 5 Distribution & documentation.
- 6 Nature & theories.
- 7 Media sales.
- 8 Companies sponsor.
- 9 Time line.
- 10 Movie release.

SECTION - B (25 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5x5 = 25)

- 11 a Describe objectives and scope of management in media.
OR
b Discuss the structure functions of media house.
- 12 a Write short note mergers & acquisitions.
OR
b Analyze the cross media Ownership in India.
- 13 a Briefly explain the co-ordination of various section or units in media production houses.
OR
b Explain monitoring in media management.
- 14 a Discuss media economics.
OR
b Write Short note on media sales.
- 15 a Discuss the event scheduling.
OR
b Analyze exhibitions audio and product launch.

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3x10 = 30)

- 16 Describe the principles of media management and structure functions of different media depts.
- 17 Explain definition concept and structures of media ownership .
- 18 Discuss the various functions of media organization.
- 19 Describe the identification of appropriate sponsors.
- 20 Explain principles of event management.