

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION DECEMBER 2018
(Sixth Semester)

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 (10 x 2 = 20)

- 1 Fundamentals of management.
- 2 Media departments.
- 3 Ownership Definition.
- 4 Proprietorship.
- 5 Media Budgeting.
- 6 Organization Behavior.
- 7 Media revenues.
- 8 Capital cost.
- 9 Event management planning.
- 10 Product launch.

SECTION - B (25 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 5 = 25)

- 11 a Discuss Definitions & Concept.
OR
b Describe media structure.
- 12 a Analyze licensing.
OR
b Explain media ownership.
- 13 a Brief media organization.
OR
b Analyze managing skilled people and celebrities.
- 14 a Note media Economics.
OR
b Note principles sponsorship.
- 15 a Describe principles of event management.
OR
b Discuss Advertising campaign.

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

- 16 Discuss Hierarchy of management.
- 17 Explain concept & Structures of ownership.
- 18 Describe function of media organization.
- 19 Discuss media revenues.
- 20 Principles event management - Analyze.