

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 Define Mass media.
- 2 Media management.
- 3 Who is an entrepreneur?
- 4 What is cross media ownership?
- 5 What is an organisation?
- 6 Define management..
- 7 What is zero budget?
- 8 Define sponsorship.
- 9 Define creativity.
- 10 What' is Ad campaign?

SECTION - B (25 Marks)

Answer ALL Questions

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

- 11 a Write a note on media management. *
- OR
- b Draw the hierarchial structure of media management.
- 12 a Differentiate licensing & franchising.
- OR
- b Write a short note on oligopoly.
- 13 a Write a short note on theories of intelligence. * •
- OR
- b What do you meant by planning and scheduling in an electronic media organisation?
- 14 a Write a note on Media Economics
- OR
- b How revenues are generated in print medium?
- 15 a Write a short note on event management.
- OR
- b Explain the role of a public relation officer in an audio launch.

SECTION - C (30 Marks)

Answer any THREE Questions

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

- 16 Detail Henry Fayol's principles of management.
- 17 Briefly write about the different types of ownership.
- 18 Explain (a) Reinforcement theory (b) Social cognitive theory.
- 19 Define audience? List out the various methodologies used for audience measurement.
- 20 Who is an event director? Explain the role and responsibilities of an event
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