

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

MSc DEGREE EXAMINATION MAY 2023  
(Fourth Semester)

Branch – ELECTRONIC MEDIA

**DISCIPLINE SPECIFIC ELECTIVE – II : MEDIA MANAGEMENT**

Time: Three Hours

Maximum: 50 Marks

**SECTION-A (5 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. \_\_\_\_\_ are the collective communication outlets or tools that are used to store and deliver information or data.  
(i) Media (ii) channel  
(iii) receiver (iv) Source.
2. Which of the following is the correct depiction of Digital Marketing?  
(i) E-mail Marketing (ii) Social Media Marketing  
(iii) Web Marketing (iv) All of the above
3. \_\_\_\_\_ is a device that circulates message to the large number of audience simultaneously.  
(i) inter-personal communication (ii) cross-culture communication  
(iii) mass communication (iv) none
4. Brand awareness consists of brand recognition and brand \_\_\_\_\_.  
(i) Growth (ii) Recall  
(iii) Presence (iv) Identity
5. Production schedule is normally created and managed by the \_\_\_\_\_.  
(i) Assistant director (ii) Unit production manager  
(iii) Film crew (iv) Production assistant

**SECTION - B (15 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a. Explain media management.  
OR  
b. Develop media strategy for a brand of your choice.
7. a. Explain social media marketing.  
OR  
b. Describe the characteristics of film as a mass medium.
8. a. Outline about embedded advertising.  
OR  
b. Develop call sheet management technique with a live example.

Cont...

- 9 a Outline popular brands and their features in fashion industry.  
OR  
b Discuss the importance of interpersonal leadership skills.
- 10 a Differentiate between film production and distribution.  
OR  
b Discuss the two types of film distribution.

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Analyse the significance of media management.  
OR  
b Elucidate the process of media planning.
- 12 a Analyse the structure of a newspaper organization.  
OR  
b Evaluate the scope of digital marketing.
- 13 a Classify the media audience.  
OR  
b Categorise talent management. Why is it important?
- 14 a Create a communication strategy for your favorite brand.  
OR  
b Assess the impact of celebrity endorsement in the purchase behavior of the consumer.
- 15 a Compare the advantages of theatre release and OTT release of movies in India.  
OR  
b Classify the factors affecting film production.

Z-Z-Z

END