

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2024  
(Sixth Semester)

Branch – VISUAL COMMUNICATION (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 \_\_\_\_\_ is a process of planning, decision making, organizing, leading and motivation.  
(i) Company (ii) Sustainability  
(iii) Management (iv) Human Resource
- 2 The Market structure in which only few firms exist is called as  
(i) monopoly (ii) homophily  
(iii) Oligopoly (iv) heterophily
- 3 Who is the owner of the News18 Group in India?  
(i) Goenka (ii) Vijay Kumar Chopra  
(iii) Mukesh Ambani (iv) Kanimozhi Karunanidhi
- 4 A Newspaper's \_\_\_\_\_ is the number of copies it distributes on an average day  
(i) Aevenue (ii) Income  
(iii) circulation (iv) readership
- 5 The second stage of an event planning process is  
(i) Planning (ii) Research  
(iii) design (iv) budgeting

**SECTION - B (15 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a List out the features of Management.  
OR  
b Explain the functions of Management.
- 7 a Describe the impacts of Monopolies.  
OR  
b Find out the various types of Media ownership.
- 8 a Draw the structure of a media organization.  
OR  
b Explain the importance of Documentation.

Cont...

- 9 a Explain the digital media marketing.  
OR  
b Summarize the principles of sponsorship.
- 10 a Describe the needs of event management.  
OR  
b Explain about the advertising campaign.

**SECTION -C (30 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** Marks

(5 x 6 = 30)

- 11 a Explain the fundamentals and Hierarchy of the management.  
OR  
b Summarize the principles and structure of Management.
- 12 a Describe the Monopolies, Oligopolies and Conglomerates.  
OR  
b Examine the structure of private limited and public limited company.
- 13 a List out and explain the theory of organizational behavior.  
OR  
b Discuss about the organizing, coordinating, controlling nature of Media organization.
- 14 a Estimate the economics of print and electronic media.  
OR  
b Evaluate the media revenue, media sales and advertising.
- 15 a Explain various types of event managements.  
OR  
b Discuss the importance of exhibitions, audio and product launch.

Z-Z-Z

END