

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 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 Media management is seen as a business administration discipline that identifies and describes strategic and operational phenomena and problems in the leadership of _____.
(i) business enterprises. (ii) mass enterprises.
(iii) digital enterprises. (iv) media enterprises.
- 2 An important shift associated with convergence and social media is the rise of _____, with users changing from audiences to participants.
(i) user-created content (ii) technology-created content
(iii) audience-created content (iv) medium-created content.
- 3 To adopt techniques which are more economical than the conventional approach and which enable you to make programmes in a style is called _____.
(i) alternative thinking (ii) technical standard
(iii) multi-skilling (iv) out-sourcing
- 4 A person who ensures an interactive media product meets the needs of its intended audiences through analysis, evaluation and testing of the user experience is known as:
(i) Usability Specialist (ii) SEO Specialist
(iii) Information Architect (iv) Content Strategist
- 5 _____, the most profound form of advertising and marketing, is a glamorous and thrilling profession.
(i) Media Management (ii) Risk Management
(iii) Crisis Management (iv) Event Management

SECTION - B (15 Marks)

Answer ALL Questions

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

- 6 a Outline the fundamentals of management.
OR
b State the objectives of media management.
- 7 a Describe monopolies and oligopolies in media.
OR
b Classify the types of media ownership in India.
- 8 a Summarise the functions of media organization.
OR
b Explain the process involved in managing high profile personalities including celebrities.

Cont...

- 9 a Analyse the strategies involved in generating revenue for an electronic media organization.

OR

- b Compare the types of sponsorships and advertisements available for a media organization.

- 10 a How important is budgeting while planning an event?

OR

- b Narrate the types of events that are organized by event companies.

SECTION - C (30 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 6 = 30)

- 11 a Discuss the principles of media management.

OR

- b Summarise the functions of media department in an event management firm.

- 12 a Compare the pattern of media ownerships available in Indian media institutions.

OR

- b Distinguish between mergers and acquisitions as seen in Indian Media Industry.

- 13 a Identify how media scheduling is done for a programme to attract high viewing patterns.

OR

- b Examine the challenges involved in media planning in an over populated country like India.

- 14 a Analyse the online distribution pattern of films and other on demand video contents prevalent in the India.

OR

- b 'Digital marketing and social media are trending among young audience and net users' – Discuss.

- 15 a Highlight the principles and methods of organizing an event.

OR

- b Point out the tools that can be used for promotion of an event.

Z-Z-Z

END