

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION MAY 2025
(Sixth Semester)

Branch – VISUAL COMMUNICATION (ELECTRONIC MEDIA)

MAJOR ELECTIVE COURSE – 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 Who is known as the "Father of Modern Management"?
(i) Peter Drucker (ii) Frederick Taylor
(iii) Henry Fayol (iv) Max Weber
- 2 What is the main goal of corporate media ownership?
(i) Public service and education
(ii) Profit generation and market control
(iii) Free and independent journalism
(iv) Government propaganda
- 3 Which of the following is a primary function of a media organization
(i) Disseminating information (ii) Manufacturing goods
(iii) Providing legal services (iv) Conducting medical research
- 4 Which of the following is a key objective of brand promotion?
(i) Limiting customer engagement
(ii) Reducing brand awareness
(iii) Hiding product features
(iv) Increasing brand visibility and sales
- 5 Which platform is widely used for social media marketing?
(i) Facebook (ii) Wikipedia
(iii) Microsoft Excel (iv) Google Docs

SECTION - B (15 Marks)

Answer ALL Questions

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

- 6 a Define and explain the functions of management.
OR
b Write a note on hierarchy of management.
- 7 a What are the key differences between licensing and franchising in media?
OR
b Explain the significance of mergers and acquisitions.
- 8 a Why do we need budget in media?
OR
b How do celebrities influence media and society? Give examples.
- 9 a Write a note on fundamentals of public relations.
OR
b Comment on marketing strategies.
- 10 a What is media economics? Explain.
OR
b Define and explain the need of advertising.

Cont...

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks

(5 x 6 = 30)

11 a. Elaborately discuss the principles of media management.

OR

b Highlight the structure and functions of Media Departments.

12 a Categorize the various types of media ownership and their functions.

OR

b Compare and contrast the structure of monopoly, oligopoly, and conglomerate in the media industry.

13 a Discuss the functions of media organization with reference to any one media.

OR

b Identify any two theory of Organizational Behavior and explain its importance.

14 a What are the most effective monetization strategies for media companies in the digital age? Explain.

OR

b. Elaborate on the market survey techniques.

15 a Discuss the principles of sponsorship and its applications in various media.

OR

b How do businesses use digital marketing to attract and engage customers?

Z-Z-Z

END