

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION MAY 2025
(Fourth Semester)

Branch – ELECTRONIC MEDIA

MAJOR ELECTIVE COURSE – II: MEDIA MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	What is the primary goal of media management? a) To create content for all media platforms b) To control and optimize the distribution of media content c) To design visual elements for advertisements d) To write scripts for television shows	K1	CO1
	2	Which of the following is an example of new media? a) Radio b) Print newspapers c) Social media platforms like Facebook and Twitter d) Television	K2	CO1
2	3	What does the acronym SWOT stand for in SWOT analysis? a) Strengths, Weaknesses, Opportunities, Trends b) Strengths, Weaknesses, Opportunities, Threats c) Success, Weaknesses, Opportunities, Threats d) Strengths, Wins, Opportunities, Trends	K1	CO2
	4	What is the main objective of financial planning? a) To maximize profits b) To ensure long-term financial security by managing resources effectively c) To reduce taxes d) To increase company debt	K2	CO2
3	5	What is a target audience? a) The entire population b) A specific group of people selected based on demographic characteristics, interests, and behaviors c) A random group of people d) The competitors in a specific market	K1	CO3
	6	What is the primary goal of a brand? a) To generate high sales b) To establish a unique identity and build consumer loyalty c) To reduce production costs d) To attract competitors	K2	CO3
4	7	What is the main goal of resource management? a) To maximize profits without considering costs b) To efficiently allocate and utilize resources to achieve organizational objectives c) To reduce the number of employees d) To minimize production output	K1	CO4
	8	What is the primary responsibility of a production manager? a) To develop marketing strategies b) To oversee the production process and ensure efficient use of resources c) To handle advertisements d) To design the product	K2	CO4

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5	9	What does "audience analysis" in media research focus on? a) The financial budget of the media organization b) The behavior, demographics, and preferences of the target audience c) The number of competitors in the market d) The production costs of media content	K1	CO5
	10	What does media licensing refer to? a) The process of creating new media content b) The legal authorization to use copyrighted media content for distribution or broadcast c) The sale of media products d) The development of advertising strategies	K2	CO5

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the functions of media management.	K2	CO1
		(OR)		
	11.b.	Explain the principles of media management.		
2	12.a.	Explain pyramid model of management.	K2	CO2
		(OR)		
	12.b.	Explain format for business plan.		
3	13.a.	Identify the advantages of branding with examples.	K3	CO3
		(OR)		
	13.b.	How would you identify the target audience?		
4	14.a.	Analyse the elements of resource management.	K4	CO4
		(OR)		
	14.b.	Examine the use of production budgeting.		
5	15.a.	Discuss the ownership patterns in media.	K6	CO5
		(OR)		
	15.b.	Elaborate on the audience research in various media.		

SECTION - C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Explain the types of media with its characteristics.	K2	CO1
2	17	Explain the organizational structure and function of the television station.	K2	CO2
3	18	Identify the steps involved in program planning and production.	K3	CO3
4	19	Analyse the elements of program proposal.	K4	CO4
5	20	Develop a media plan for a reality show.	K6	CO5

Z-Z-Z

END