

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 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 does the term "media planning" refer to in media management? a) Developing content for television channels b) Scheduling when and where advertisements will appear c) Editing and producing video content d) Creating a public relations strategy	K1	CO1
	2	Which of the following is a type of traditional media? a) Social media b) Television c) Blogs d) Podcasts	K2	CO1
2	3	Which of the following would be considered a "Strength" in a SWOT analysis? a) A well-known brand reputation b) Lack of skilled employees c) Increasing market competition d) Economic downturn	K1	CO2
	4	What is the primary goal of risk management? a) To eliminate all risks b) To identify, assess, and manage risks to minimize their impact c) To focus only on financial risks d) To avoid taking any risks	K2	CO2
3	5	Which of the following is a demographic factor used to define a target audience? a) The level of customer satisfaction b) Age, gender, income, and education level c) The color of the product d) Product packaging	K1	CO3
	6	Which of the following is NOT a component of branding? a) Logo b) Product packaging c) Price of the product d) Brand name	K2	CO3
4	7	What is the first step in resource management? a) Resource allocation b) Resource planning and assessment c) Budgeting d) Employee training	K1	CO4
	8	Which section of a program proposal outlines the goals and objectives of the program? a) Program evaluation b) Executive summary c) Program description d) Budget analysis	K2	CO4
5	9	What is cross-media ownership? a) Ownership of media outlets in various countries b) Ownership of multiple types of media, such as TV, radio, print, and online platforms c) A media company focusing on only one platform d) The ability to control content across all media platforms	K1	CO5
	10	How does advertising on social media platforms benefit businesses? a) It guarantees higher sales b) It allows businesses to engage with their audience directly and build brand loyalty c) It creates longer advertisements d) It provides free advertising	K2	CO5

Cont...

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 principles of media management.	K2	CO1
	(OR)			
	11.b.	Explain the significance of media management.		
2	12.a.	Explain hub spokes model.	K2	CO2
	(OR)			
	12.b.	Explain matrix management.		
3	13.a.	Choose a media mix strategy to reach the youth.	K3	CO3
	(OR)			
	13.b.	Identify the target audience for an awareness campaign on cancer.		
4	14.a.	Analyse the importance of program budgeting.	K4	CO4
	(OR)			
	14.b.	Examine the production guidelines.		
5	15.a.	Develop a strategy to increase the TRP rating of a news program.	K6	CO5
	(OR)			
	15.b.	Discuss the ethics and standards to be followed in media production.		

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 importance and functions of print, radio, TV and digital media.	K2	CO1
2	17	Explain the organizational structure and function of radio station.	K2	CO2
3	18	Identify the use and significance of branding.	K3	CO3
4	19	Analyse the importance of resource management.	K4	CO4
5	20	Elaborate on the significance of media research in media production.	K6	CO5

Z-Z-Z

END