

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

$$(10 \times 1 = 10)$$

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

 $(5 \times 7 = 35)$

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

 $(3 \times 10 = 30)$

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