

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2026
(Sixth Semester)

Branch – VISUAL COMMUNICATION (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	Which level of management is primarily responsible for establishing the long-term objectives and broad policies of a media organization? (i) Top-level Management (ii) Lower-level Management (iii) Technical Staff (iv) Middle-level Management	K1	CO1
	2	What is the primary objective of the Circulation Department in a newspaper organization? (i) Designing the front page layout (ii) Selling advertising space (iii) Writing editorial columns (iv) Ensuring the timely delivery and reaching the target readership	K2	CO1
2	3	Which market structure is characterized by a small number of large firms that dominate the media industry, often leading to mutual interdependence? (i) Oligopoly (ii) Monopsony (iii) Perfect Competition (iv) Monopoly	K1	CO2
	4	Media ownership by 'Cooperatives' is unique because: (i) Only the CEO makes all the decisions (ii) It is owned and managed by its members for their mutual benefit (iii) It is forbidden from selling advertising (iv) It is always a non-profit organization	K2	CO2
3	5	Which theory of Organizational Behavior (OB) suggests that media employees are motivated by higher-level needs like 'self-actualization' and 'recognition' rather than just salary? (i) Scientific Management (Taylorism) (ii) Maslow's Hierarchy of Needs (iii) The Bureaucratic Model (iv) Classical Theory	K1	CO2
	6	According to 'Systems Theory' of organizations, a media house is viewed as: (i) A collection of isolated departments with no connection (ii) Only the technical hardware (cameras, transmitters) (iii) A static entity that never changes (iv) An open system that interacts with its external environment	K2	CO2
4	7	What is the primary goal of 'Public Relations' (PR) as opposed to 'Advertising'? (i) To build and maintain a positive reputation and relationship with the public (ii) To directly sell a specific product to a customer (iii) To hide the financial losses of the company (iv) To buy as much airtime as possible	K1	CO2
	8	What is the primary function of 'Customer Relations Services' in a subscription-based media company? (i) Handling complaints, renewals, and maintaining subscriber loyalty (ii) Editing video clips for social media (iii) Writing the daily news headlines (iv) Selling the company's stocks to investors	K2	CO2

Cont...

5	9	In digital media marketing, 'CPC' stands for: (i) Cost Per Click (ii) Capital Per Content (iii) Cost Per Circulation (iv) Customer Purchase Choice	K1	CO2
	10	Which revenue stream is generated directly from the audience rather than third-party advertisers? (i) Spot Advertising (ii) Pay-per-view (PPV) or Subscriptions (iii) Classified Ads (iv) Program Sponsorship	K2	CO2

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.	Analyze the Functional relationship between the Editorial Department and the Advertising Department. How does a media manager maintain the "wall" between these two to ensure editorial independence while achieving financial targets?	K4	CO1
		(OR)		
	11.b.	Compare and contrast the Nature and Scope of General Management versus Media Management.		
2	12.a.	Critically evaluate the impact of a Media Monopoly on a democratic society's "Right to Information."	K5	CO2
		(OR)		
	12.b.	Evaluate the Sole Proprietorship model for a modern freelance digital journalist.		
3	13.a.	Analyze the functional structure of a modern broadcast media organization.	K4	CO2
		(OR)		
	13.b.	Analyze the link between 'Budgeting' and 'Production'.		
4	14.a.	Analyze the role of Venture Capital in the modern media landscape.	K4	CO3
		(OR)		
	14.b.	Analyze the Principles of Event Management in the context of a high-profile Movie Release.		
5	15.a.	Analyze the relationship between a media program's niche content and sponsor selection.	K4	CO5
		(OR)		
	15.b.	Analyze how Digital Media Marketing has disrupted traditional Media Sales strategies.		

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	Assess the effectiveness of Centralized vs. Decentralized management structures for a global media network.	K5	CO2
2	17	Compare and contrast the governance and financial transparency requirements of a Private Limited Company versus a Public Limited Company (PLC).	K4	CO2
3	18	Design a hybrid organizational structure for a media startup that combines both traditional 'Hierarchy' (for accountability) and 'Flat' structures (for creative speed).	K6	CO3
4	19	Based on current market trends, design a New Monetization Model for a struggling print newspaper that incorporates digital subscriptions, event-based revenue, and niche brand promotions.	K6	CO4
5	20	Evaluate the viability of the 'Ad-supported' revenue model in the current digital economy.	K5	CO5