

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	Expand the term FM & AM: a) Frequency Modulation & Amplitude Modulation b) Fast Motion & Analog Media c) Frequency Measure & Audio Modulation d) Forward Media & Advanced Modulation	K1	CO1
	2	Which of the following are digital platforms used for news? a) FM Radio & TV b) Twitter & Facebook c) Newspapers & Magazines d) Cinema & Podcasts	K2	CO1
2	3	What is the purpose of a business plan? a) To design logos for a company b) To monitor social media trends c) To hire employees d) To outline strategy, goals, and roadmap of a business	K1	CO2
	4	What is risk management? a) Planning advertisements b) Identifying, assessing, and controlling potential risks c) Recording media programs d) Buying insurance only	K2	CO2
3	5	Why is programme scheduling important? a) To create advertisements only b) To manage finances c) To organize content and maximize audience engagement d) To hire staff	K1	CO3
	6	Branding in media refers to: a) Selling merchandise b) Creating a unique identity for media content c) Scheduling programs d) Licensing music	K2	CO3
4	7	What is outsourcing? a) Hiring an external company to handle tasks b) Performing all tasks internally c) Multi-skilling employees d) Managing social media accounts	K1	CO4
	8	What is multi-skilling? a) Scheduling programs b) Outsourcing tasks c) Creating brand identity d) Training employees to perform multiple roles	K2	CO4
5	9	What does TRP measure? a) Social media followers b) Advertising costs c) Popularity/viewership of a TV program d) Number of employees	K1	CO5
	10	What is licensing in media? a) Buying equipment for production b) Paying royalties to artists c) Obtaining official permission to use copyrighted content or operate a media channel d) Hiring new employees	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.	Examine an overview of the media landscape in India.	K4	CO4
	(OR)			
	11.b.	Analyse the role of print, radio, and television in India's development.		
2	12.a.	Point out the importance of SWOT analysis with examples.	K3	CO3
	(OR)			
	12.b.	<i>Explain strategic planning and financial management in media organizations.</i>		
3	13.a.	Specify how target audience is identified in media.	K3	CO3
	(OR)			
	13.b.	<i>Describe programme mix with examples.</i>		
4	14.a.	Discuss the steps from idea to screen in production.	K4	CO4
	(OR)			
	14.b.	<i>Detail the process of pitching a programme proposal and managing production.</i>		
5	15.a.	Define and explain media research and its tools and predictive analysis.	K2	CO2
	(OR)			
	15.b.	Elaborate in detail media governance and ownership in India.		

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	Define media management and explain its principles and functions in detail.	K2	CO1
2	17	Explain different management structures in media organizations.	K2	CO1
3	18	Discuss the process of programme planning and production in media.	K3	CO3
4	19	Comment on production budgeting, cost control, and resource allocation.	K4	CO4
5	20	Describe ethics, standards, and case studies in media.	K4	CO4

Z-Z-Z

END