

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION DECEMBER 2019
(Sixth Semester)

Branch - **VISUAL COMMUNICATION (ELECTRONIC MEDIA)**

CORE ELECTIVE - II: MEDIA MANAGEMENT

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 2 = 20)

- 1 What is a management principle?
- 2 What is hierarchy of management?
- 3 Write about franchising.
- 4 What is monopoly?
- 5 Write about planning & scheduling in media.
- 6 Write the theories of organization behaviour.
- 7 What is sponsorship?
- 8 What is media economics?
- 9 Write about event management.
- 10 Write the types of event management.

SECTION - B (25 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a Write briefly the principles of management.
OR
b Explain the management concepts and fundamentals.
- 12 a Explain the structure and functions of a private limited company.
OR
b Discuss the concept and structure of media ownership.
- 13 a Discuss the budgeting and production in a media organization.
OR
b Explain the distribution and documentation in a media organization.
- 14 a Write and explain media sponsorship.
OR
b How to identify appropriate sponsors in the field media industry.
- 15 a Explain the need of event management today and its benefits.
OR
b Explain the trends and developments in the event management field.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Briefly write the nature, scope and objectives of media management.
- 17 Discuss licensing and franchising in the media industry.
- 18 Write about the advertising cost and capital cost in media.
- 19 Briefly discuss the concept and structure of media organization.
- 20 Write elaborately the planning and execution of media management programme.