

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION MAY 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 Promos.
- 2** Franchiser.
- 3 Ownership.
- 4 Conglomerates.
- 5 Media Monitoring.
- 6 Media documentation.
- 7 Revenue Share.
- 8 Sponsorship
- 9 Media Partner.
- 10 Exhibits.

SECTION - B (25 Marks)

Answer ALL Questions

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

- 11 a Describe the scope of media management.
OR
b Explain the functions of media management.
- 12 a Compare public and private limited company.
OR
b Explain the impacts of media mergers on their style of functioning.
- 13 a Outline the structure of an ad agency.
OR
b List out the salient features of human resource management.
- 14 a Describe the economics of print media.
OR
b List out the revenue sources for a television channel.
- 15 a Explain the needs of event management.
OR
b Why should you outsource event management?

SECTION - C (30 Marks)

Answer any THREE Questions

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

- 16 Explain the structure and functions of various departments in a newspaper office.
- 17 Describe the types of media ownership in India.
- 18 List the points to be noted while inviting a celebrity to your college.
- 19 How does budgeting influence the quality of an event? Illustrate with examples.
- 20 What are the ways in which even a teaser release can be made into a big event?