

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION MAY 2024
(Fourth Semester)

Branch – ELECTRONIC MEDIA

MAJOR ELECTIVE COURSE – II:
MEDIA MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 ----- started in the mid-1990 with the invention of platforms like Geo Cities, Classmates.com, and Six degrees.com.
(i) Digital media (ii) Print media
(iii) Social media (iv) New media
- 2 ----- is a form of organizational structure in which employees report multiple bosses rather than one.
(i) Media management (ii) Matrix management
(iii) Social management (iv) Business management
- 3 Specific group of Consumers most likely to want your product or service.
(i) Target audience (ii) Stalk holders
(iii) People (iv) Customers
- 4 A process by which business plan, schedule, and allocate resources in order to achieve the highest organizational value
(i) Resource management (ii) organizational management
(iii) Financial management (iv) Relationship management
- 5 Access to a variety of media, telephony and online services are increasingly recognized as vital factors for political economical and cultural development.
(i) Media governance (ii) Media planning
(iii) Media convergence (iv) Media perspective

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Brief the principles of media management.
OR
b Give an account of Print Media in India.
- 7 a Write about organisational structure of a Radio Station.
OR
b Give an account of SWOT analysis.
- 8 a Explain programme planning & production in media.
OR
b What is Branding? Explain.

Cont...

- 9 a Explain Production budget and cost control.
OR
b What is Alternative thinking? Explain.
- 10 a What is Content Analysis in media programming?
OR
b Define Target Rating Point.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Write the overview of Media Landscape in India.
OR
b Explain the developments and trends in digital media today.
- 12 a Explain Strategic Planning and Financial management in detail.
OR
b Develop the fundamental structures and functions of Media houses.
- 13 a Discuss the Production planning in Media Programmes.
OR
b Write about Scheduling in Media Events and Programmes.
- 14 a Explain about Pitching a Programme Proposal in Media.
OR
b Write about from ideas to screen production guidelines.
- 15 a Explain about Indian media advertisements with examples.
OR
b Write about licensing ownership and License Compliance.

Z-Z-Z

END