

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2022  
(Sixth Semester)

Branch – VISUAL COMMUNICATION

**DISCIPLINE SPECIFIC ELECTIVE – II: MEDIA MANAGEMENT**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 1 = 10)

1. Who is called as the father of management?
  - (i) Peter Drucker
  - (ii) Mahindra
  - (iii) Ratan Tata
  - (iv) Yash
2. Who is the current CEO of The Hindu Group?
  - (i) Maran
  - (ii) Suryakumar
  - (iii) N. Ram
  - (iv) Suparna Nayak
3. Who is the owner of Gyan Vani radio station?
  - (i) Sun group
  - (ii) Vijay Tv
  - (iii) UGC
  - (iv) IGNOU
4. \_\_\_\_\_ owned the Puthiya Thalaimurai Tamil news channel headquartered at Chennai.
  - (i) SRM Group
  - (ii) Palanisamy & Co
  - (iii) SRPVT
  - (iv) Kannan Sundaram
5. \_\_\_\_\_ is a state of limited competition, in which a market is shared by a small number of producers or sellers.
  - (i) Monopoly
  - (ii) Private limited
  - (iii) Oligopoly
  - (iv) Media
6. \_\_\_\_\_ Ownership means that the newspaper and the enterprises serving it are under common ownership.
  - (i) Horizontal
  - (ii) Vertical
  - (iii) Direct
  - (iv) Indirect
7. The first radio broadcast done in Bombay in the year \_\_\_\_\_.
  - (i) 1923
  - (ii) 1932
  - (iii) 1935
  - (iv) 1947
8. Dinamalar daily was founded by \_\_\_\_\_ on 6 September 1951 at Thiruvananthapuram.
  - (i) T. V. Ramasubbaiyer
  - (ii) Ramnath Goenka
  - (iii) N. Ram
  - (iv) G. Subramania Iyer
9. The movie Don (2022 Tamil) distributed by \_\_\_\_\_.
  - (i) Red giant movies
  - (ii) Pen Studios
  - (iii) KVN Productions
  - (iv) HR Pictures
10. Who is the managing director if UFO Cine media network?
  - (i) Kalanithi maran
  - (ii) Lokesh Kanagaraj
  - (iii) Disney
  - (iv) Mr. Sanjay Gaikwad,

Cont...

**SECTION - B (25 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 5 = 25)

- 11 a Explain the management principles.  
OR  
b Describe the scope of management in media Industry.
- 12 a Summarize the management of private limited company.  
OR  
b Write the differences in managements of public and private company.
- 13 a Describe about the controlling factors of media management.  
OR  
b Write the importance of budgets in management.
- 14 a Explain the process of identifying sponsors for commercial programs.  
OR  
b Explain the concepts of media economics.
- 15 a Write the needs of exhibitions for production companies.  
OR  
b Outline the preparation works of movie release.

**SECTION - C (40 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 8 = 40)

- 16 a Discuss the structure and functions of media departments.  
OR  
b Write about the hierarchy of the editorial department.
- 17 a Explain various types of managements in India.  
OR  
b Write about ownership of media conglomerates.
- 18 a Explain the monitoring and distribution activities in media.  
OR  
b Discuss the process of organizing public events and programs.
- 19 a Summarize the digital media marketing.  
OR  
b Write about the sponsored programs in Electronic media.
- 20 a Discuss the growth and needs of event management.  
OR  
b Analyze the role of creativity and planning for successful event managements.

Z-Z-Z

END