

**PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)**

**BSc DEGREE EXAMINATION MAY 2022  
(Sixth Semester)**

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

**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. \_\_\_\_\_ is the process of influencing the activities of an individual or a group in efforts toward goal achievement in a given situation.  
(i) Leadership      (ii) Channel      (iii) Media      (iv) Sponsors
2. Who is responsible for the actual content of the newspaper?  
(i) Reporter      (ii) Section manager  
(iii) The editor-in-chief      (iv) Free lancers
3. The press, including print, television, radio, and internet are nominally amended to express their concerns under the selected provisions such as \_\_\_\_\_.  
(i) Article-19      (ii) Article 20      (iii) Section III      (iv) Preamble
4. Which one is run by the All India Radio?  
(i) Suryan FM      (ii) Big FM      (iii) Radio Mirchi      (iv) FM Gold
5. BARC India was established in the year \_\_\_\_\_.  
(i) 1982      (ii) 2010      (iii) 2015      (iv) 2019
6. Which type of management is a combination of two or more companies engaged in different businesses that fall under the one corporate structure?  
(i) Partners      (ii) Conglomerate      (iii) Single      (iv) Trust
7. The highest share of ad revenue was generated by the Indian television ad market, valued at over 250 billion rupees in fiscal year \_\_\_\_\_.  
(i) 2018      (ii) 2015      (iii) 2020      (iv) 2021
8. Choose the name of the community radio broadcasted in the frequency range of 107.8 MHz.  
(i) Hello FM      (ii) Gyanvani      (iii) Covai FM      (iv) PSG
9. \_\_\_\_\_ is the process by which marketers determine how, when and where an audience is given the selected advertising message.  
(i) Direction      (ii) Marketing      (iii) Screenplay      (iv) Media Planning
10. Who is the producer of KGF chapter 2 movie?  
(i) Ravi Basrur      (ii) Vijay Kirgandur  
(iii) Raveena Tandon      (iv) Devi Sri Prasad

Cont...

**SECTION - B (25 Marks)**

Answer **ALL** questions

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

11. a) State the definition of media management and list out the functions of management.  
OR  
b) Describe the structure of Media department.
12. a) Explain the definition and concepts of media conglomerates.  
OR  
b) Explain the impacts of monopolies in media industry.
13. a) Describe the theories of organization behavior.  
OR  
b) Summarize the purpose of media documentation.
14. a) Briefly write about the media revenue.  
OR  
b) Explain about the income by sales and advertisements.
15. a) Narrate the event planning process.  
OR  
b) Bring out the various types of Events.

**SECTION -C (40 Marks)**

Answer **ALL** questions

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

16. a) Discuss the various functions of media management and its needs.  
OR  
b) Summarize the scope and principles of management in general.
17. a) Elucidate the media managements by the conglomerates in India.  
OR  
b) Elucidate about the media ownership in India.
18. a) Analyze the managing process of cinema industry peoples.  
OR  
b) Discuss the functions of media organizations.
19. a) Summarize the importance of sponsorship in electronic media.  
OR  
b) Discuss the distinctive features of Media Economics.
20. a) Highlight the creativity and planning required for event management.  
OR  
b) Analyze the needs and importance of Advertisement campaign.

**Z-Z-Z END**