

Exam Date & Time: 26-Sep-2020 (10:00 AM - 01:30 PM)



PSG COLLEGE OF ARTS AND SCIENCE

Note: Writing 3hrs: Checking & Inserting Image : 30mins

BSc DEGREE EXAMINATION MAY 2020
(Sixth Semester)

Branch - VISUAL COMMUNICATION (ELECTRONIC MEDIA)
CORE ELECTIVE-II - MEDIA MANAGEMENT [14VCU23]

Marks: 75

Duration: 210 mins.

SECTION A

Answer all the questions.

- 1) Write the function of management. (2)
- 2) What is media management? (2)
- 3) Write a note on mergers & Acquisitions. (2)
- 4) Explain public limited company. (2)
- 5) Write about media organization behaviour. (2)
- 6) Who is a celebrity? (2)
- 7) What is media revenue? (2)
- 8) Explain capital cost. (2)
- 9) What is product Launch? (2)
- 10) Explain advertising campaign. (2)

SECTION B

Answer all the questions.

- 11) Write the objectives of media management. (5)
 - a) [OR] Explain the principles of media management. (5)
 - b)
- 12) Discuss oligopoly market with examples from the industry. (5)

- a)
[OR] Explain conglomerate firms in media industry. (5)
b)
- 13) Write the structure of any media industry of your choice. (5)
- a)
[OR] What are the different types of organizational theories? (5)
b)
- 14) Explain media revenues and sales in detail. (5)
- a)
[OR] Discuss capital expenditure (CAPEX) in media. (5)
b)
- 15) Write about event management with examples. (5)
- a)
[OR] Discuss about the new movie release advertising campaign. (5)
b)

SECTION C

Answer 3 out of 5 questions.

- 16) Write briefly the functions and structure of media department. (10)
- 17) Discuss briefly about a public limited company and its functions. (10)
- 18) Discuss how to manage skilled people & Celebrities. (10)
- 19) Write briefly about media economics in advertising, entertainment, social media, music and games. (10)
- 20) Briefly plan a detailed budget for a event management programme. (10)

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