

**B.SC. DEGREE EXAMINATION, APRIL 2018**  
**III YEAR - VI SEMESTER**  
**Core Major - Paper X - MEDIA ORGANISATION AND**  
**MANAGEMENT**

**Time : 3 Hours**

**Max.marks :60**

**Section A** ( $10 \times 1 = 10marks$ )

Answer any **TEN** questions

1. Agencies.
2. Behaviour.
3. TRP.
4. TAM.
5. Production house.
6. SWOT.
7. Documentation.
8. Market Analysis.
9. Trademark.
10. Geographical Indication.
11. Pre-production.
12. Scheduling.

**Section B** ( $5 \times 4 = 20marks$ )

Answer any **FIVE** questions

13. Describe Greiners development model.
14. Write about the programming strategies of television channels.
15. Highlight the importance of budgeting for an organization.
16. Discuss the employment opportunities in Indian Television Industry.
17. Enumerate some conceptual issue related to media management.
18. Explain the 5'P's of strategic management.
19. Distinguish differences between marketing process and sales.

**Section C** ( $3 \times 10 = 30marks$ )

Answer any **THREE** questions

20. Describe the media organization and its design.
21. Discuss the process involved in Audience rating.
22. Explain the production strategies for different media agencies.
23. Discuss the process of evaluation.
24. Explain the salient features of copyright.