

M.A. DEGREE EXAMINATION, APRIL 2019
II Year IV Semester
Media Organization and Management

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. What you mean by Media Management?
2. Explain Satellite Channel.
3. Discuss about Programming Strategies.
4. Clarify Audience rating.
5. Define Media Selection.
6. Explain Budgeting.
7. Write short note on Case Studies.
8. Define Concept Draft.
9. What is copyright?
10. Explain IPR.
11. What you mean by Monopoly?
12. Expand DD, AIR.

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. Describe Greiner model of firm growth of company.
14. What are the essential qualities of a Media Manager?
15. What are the 4 phases in Project Management?
16. What is the challenge faced by media manager today?
17. Explain different kind of contracts in Media Management.
18. Write about media consumer behaviour?
19. Explain the importance of media management.

Section C ($3 \times 10 = 30$) Marks

Answer any **THREE** questions

20. Illustrate and Explain the Structure of Media Organization.
21. Describe the Functions and Levels of Management.
22. What are the production stages associated with Mass Media?
23. Discuss about employment opportunities in media Industry.
24. Write in detail on Broadcast Regulation in India.

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