

B.Sc. DEGREE EXAMINATION, APRIL 2019
III Year VI Semester
Media Organisation and Management

Time : 3 Hours

Max.marks :60

Section A ($10 \times 1 = 10$) Marks

Answer any **TEN** questions

1. What is Management?
2. Define Entrepreneurship.
3. Write a short note on Decision making.
4. What is meant by Cross media ownership?
5. Define Audience.
6. Brief a note on risk management.
7. Write about Circulation.
8. What is TRS?
9. What do you mean by IPR?
10. What are the works involved in Pre-production stage?
11. Define Decentralization.
12. What is meant by Individual behaviour?

Section B ($5 \times 4 = 20$) Marks

Answer any **FIVE** questions

13. Enumerate on the levels of management?
14. Illustrate and explain the organizational structure of AIR.
15. What is the relevance of framing programming strategy?
16. Detail the sources of revenue.
17. Discuss the issues related to copyright.
18. Explain the process involved in programme production.
19. Elaborate on the ownership patterns prevailing in India?

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

Answer any **THREE** questions

20. Explain the Greiner's Development model of a company.
21. Detail the roles and responsibilities of a media manager.
22. Enumerate on PPC.
23. What is budgeting? Explain its relevance in a management.
24. Discuss the ethical issues faced by media management.

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