

**B.Sc. DEGREE EXAMINATION, APRIL 2020**  
**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. Red tape
2. Media Entrepreneurship.
3. Monopoly
4. AIR
5. Boston Box
6. Above the line costs.
7. HITS
8. TRP
9. Copy rights.
10. Name any two Indian and agency.
11. TRAI
12. Audio visual Industry.

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

Answer any **FIVE** questions

13. Explain how media is considered as social institution.
14. What are the Functions and responsibilities of a Media manager?
15. What is selling space and Time?
16. Write a short note on TAM.
17. What is IPR? How is it related to media?
18. Write short note on circulation. Explain its importance in advertising.
19. Discuss on two cases related to IPR.

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

Answer any **THREE** questions

20. Explain Grenier's Development model of a company in detail.
21. Describe the Nature and structure of Print media in detail.
22. Explain Production Project cycle and Production strategies in detail.
23. Enumerate how Circulation and advertisements are directly proportional for print media.
24. What are the different kinds of contracts and legal arrangements related to Television medium?

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