

**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN  
(AUTONOMOUS)**

**(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)  
Chromepet, Chennai — 600 044.**

**B.Sc. END SEMESTER EXAMINATIONS APRIL-2022**

**SEMESTER - VI**

**17UVSCT6009 - Media Organization and Management**

**Total Duration : 3 Hrs.**

**Total Marks : 60**

**Section A**

Answer any **SIX** questions ( $6 \times 5 = 30$  Marks)

1. What is Group Behaviour?
2. Comment on Greiner's Development Model of a company.
3. Expand and explain STAR Network.
4. What is TRP Rating?
5. Explain the Circulation department of an organization.
6. Interpret Copyright Act.
7. Describe the functions of Project Management in Media.
8. What is Decision making?

**Section B**

Answer any **THREE** questions ( $3 \times 10 = 30$  Marks)

9. Write a detailed note on the structure of media management.
10. Elucidate the organizational structure of a print medium.
11. How does a TRP rating affect the revenue of Television channels?
12. List out various sources for media revenues with examples.
13. Justify the importance and impact of Intellectual property Rights related to the media industry.

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