



QP CODE: 25020004

Reg No :

Name :

**B.Sc DEGREE (CBCS)) REGULAR/ IMPROVEMENT/ REAPPEARANCE / MERCY
CHANCE EXAMINATIONS, FEBRUARY 2025**

Fourth Semester

Complementary Course - MT4CMT13 - MEDIA MANAGEMENT

(Common for B.A Audiography & Digital Editing, B.A Multimedia Model III, B.A. Visual
Communication)

2017 Admission Onwards

B6C5E2E0

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What are the basic principles of management?
2. What do you mean by Non-Governmental Organization?
3. What do you mean by Media Management?
4. Explain Media Buying.
5. What do you mean by Internal And External Business Environment?
6. What is 'Smart' Objective?
7. Explain the concept of Media Economics.
8. What is TRP?
9. Explain CODEC.
10. Explain the nature of Amazon Marketing.
11. What do you mean by a Research Methodology?
12. What are the different types of research in print media?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Why Human resource management is important ?
14. Explain Media Convergence with an example of a Media House.
15. Explain the impact of technology on organizational design.
16. Explain the role of CBFC.
17. Social Media has changed the way how brands can communicate with end users. Explain the B2B and B2C flow behind this.
18. Explain the importance of planning in a media organization.
19. Describe the importance of advertisement for institution.
20. Briefly explain Descriptive Research.
21. What do you mean by data collection? Explain the various tools for data collection.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Music and Audio Piracy have destroyed and have burnt a hole in Audio Business.
 - a. What is the solution to resurrect this holy business?
 - b. How can Piracy be curbed in audio sector?
23. What is Social Media Management? How are New Media Managing companies sourcing User stats, feedback & reviews from Social Media and presents it to their Client Brands or service.
24. 'Editorial department is the back bone of any newspaper organization'. Give your views.
25. Explain the step by step process of conducting a research and writing down the research thesis.

(2×15=30)

