



QP CODE: 25022532



Reg No :

Name :

MA DEGREE (CSS) SPECIAL REAPPEARANCE EXAMINATION, APRIL 2025

Third Semester

MA CINEMA AND TELEVISION

CORE - MM500302 - MEDIA BUSINESS AND PRACTICE

2019 ADMISSION ONWARDS

C207A2D0

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

*Weight **1** each.*

1. What do you mean by Finance Management?
2. Explain Recruiting Process.
3. What is meant by Audience Research?
4. What are the basic principles of media management?
5. Explain IP Rights.
6. What is 'Smart' Objective?
7. What is SCRUM?
8. Explain EULA.
9. What is an Advertising?
10. What is DEMO & BETA?

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

*Weight **2** each.*

11. Identify and describe the functions of management.
12. What is a Business Environment ? and explain the role of defining a bussiness environment?
13. Explain the scope and limitations of Media Management.
14. What is Film Distribution? Explain the types of Distribution techniques and the business network behind it?
15. Explain the need of Editorial Management.





16. Why Event Management is a need of the hour?
17. Explain C2B with examples.
18. Explain the role of Hash Tag in popularity gaining.

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

Weight 5 each.

19. Why Indian Film Industry is very slow at becoming a corporate ? • Explain the whole scenario in context with production department. • What are the benefits in converting Film Industry to a corporate structure?
20. 'Editorial department is the back bone of any newspaper organization'. Give your views.
21. The short film movement across the globe will be the next big thing on mobile content. Do you agree?
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?

(2×5=10 weightage)

