

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
MGU-UGP (HONOURS)
FIFTH SEMESTER EXAMINATION (2024 ADMISION ONWARDS)
MG5DSCVCN300 – BASICS OF MEDIA MANAGEMENT

Duration: 2 hrs

Maximum Marks: 70

Students should attempt atleast one question from each course outcome to enhance their overall outcome attainability.

PART A

Short Answer, Answer any 5 questions

Each question carries 2 marks

1. What is meant by media management? [U] [CO1]
2. What is entrepreneurial mindset? [An] [CO4]
3. Who are the key players in the media industry? [U] [CO1]
4. What is meant by target audience? [A] [CO2]
5. What is social entrepreneurship? [Ap] [CO5]
6. What is media budgeting? [A] [CO2]
7. What is consumer behaviour in advertising? [An] [CO3]

[2x5 = 10]

PART B

Answer in One Paragraph, Answer any 6 questions.

Each question carries 5 marks.

8. Explain the nature and scope of media management. [U] [CO1]
9. Explain the importance of budgeting, resource allocation and technology in media planning. [A] [CO2]
10. Explain how an entrepreneurial mindset can help identify opportunities in the media industry. [Ap] [CO4]
11. Explain the major considerations involved in event planning, budgeting and logistics. [S] [CO3]
12. Explain the role of key players in the media industry. [U] [CO1]
13. Analyse the importance of entrepreneurial leadership and marketing in developing a media start-up. [Ap] [CO5]
14. Discuss the importance of target audience identification and audience analysis in media planning. [A] [CO2]
15. Analyse the relationship between advertising, consumer behaviour and target audience. [An] [CO3]

[5x6 = 30]

PART C

Long Answer, Answer any **2** questions.

Each question carries **15** marks.

16. Develop a media planning strategy showing how organizational goals, target audience, market trends and competitive analysis can be integrated into an effective media plan. **[A] [CO2]**
17. Analyse the major factors involved in planning and managing an advertising campaign, event and broadcasting operation, with particular reference to consumer behaviour, logistics, risk management and emerging technologies. **[An] [CO3]**
18. Analyse the process of identifying media business opportunities and develop a suitable business model for an innovative media venture. **[Ap] [CO4]**
19. Develop a framework for a media start-up by integrating entrepreneurial finance, start-up management, marketing, leadership, entrepreneurial ecosystem and social entrepreneurship. **[C] [CO5]**

[15x2 = 30]

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
MGU-UGP (HONOURS)
FIFTH SEMESTER EXAMINATION (2024 ADMISION ONWARDS)
MG5DSCMLM300 – GROWTH OF CINEMA

Duration: 2 hrs

Maximum Marks: 70

Students should attempt atleast one question from each course outcome to enhance their overall outcome attainability.

PART A

Short Answer, Answer any **5** questions

Each question carries **2** marks

1. How did New Hollywood differ from the earlier Hollywood tradition? [A] [CO2]
2. What were the major developments that contributed to the origins of cinema? [U] [CO1]
3. How did Hollywood change during its transition into a new phase of American cinema? [A] [CO2]
4. What is meant by Classical Hollywood Cinema? [U] [CO1]
5. What is Parallel Cinema? [A] [CO3]
6. Identify two advantages of digital cameras over film cameras. (CO4/U)
7. What is meant by a global cinematic movement? [A] [CO2]

[2x5 = 10]

PART B

Answer in One Paragraph, Answer any 6 questions.

Each question carries 5 marks.

8. Explain how New Wave filmmakers represented social inequality. (CO4/A)
9. Discuss how regional cinema contributes to the expression of cultural identity. [A] [CO3]
10. Describe the major changes brought about by the transition from silent cinema to sound. [U] [CO1]
11. Discuss the significance of New Wave and independent cinema in India. [An] [CO4]
12. Explain the emergence of Parallel Cinema and its relationship with social realism. [A] [CO3]
13. Explain the major characteristics of New Hollywood and its contribution to American cinema. [A] [CO2]
14. Examine the importance of Bhuvan Shome in Indian New Wave Cinema. (CO4/An)
15. Discuss the major characteristics of the Golden Age of Indian Cinema. [A] [CO3]

[5x6 = 30]

PART C

Long Answer, Answer any **2** questions.

Each question carries **15** marks.

16. Discuss the development of cinema as a global art form, with reference to international cinema, Hollywood in transition, New Hollywood and global cinematic movements. [A] [CO2]
17. Analyse the development of Indian cinema from its emergence to the Golden Age, with reference to the changing forms and contexts of Indian filmmaking. [A] [CO3]
18. Analyse the role of film festivals, global recognition and changing modes of cinema in shaping contemporary Indian cinema. [An] [CO4]
19. Evaluate how contemporary Indian cinema constructs representation, meaning and ideology in the digital and global era. [E] [CO5]

[15x2 = 30]