

S.No. 5886

16 SMBEVC 3

(For candidates admitted from 2016–2017 onwards)

B.Sc. DEGREE EXAMINATION, APRIL 2022.

Part III – Visual Communication –
Major Based Elective

MEDIA MANAGEMENT

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20)

Answer ALL questions.

1. Media Strategy.
2. Public Relation.
3. Scheduling.
4. Post-Production.
5. Oligopoly.
6. Media Marketing.

7. Sales promotion.
8. Public service.
9. Marketing.
10. Audience analysis.

SECTION B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b).

11. (a) Explain the role and functions of Media.
Or
(b) Examine the unique features of modern approaches.
12. (a) Write about media buying and selling.
Or
(b) Define production stages in management.
13. (a) Write short notes on media convergence.
Or
(b) Define : Financial management.
14. (a) Explain the importance of Advertising management.
Or
(b) What is Media scheduling? Give example.

15. (a) Discuss about the ethical issues in marketing management.

Or

- (b) Write about Intellectual property Rights (IPR).

SECTION C — (3 × 10 = 30)

Answer any THREE questions.

16. List and Explain about the different levels of management.
17. Draft an essay about various stages of production management.
18. How to become a Entrepreneur? Comment your views.
19. Explain in brief about promotion mix.
20. Examine the recent trends in marketing and selling.