

(For candidates admitted from 2016–2021 Batch)

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023.

Part III — Visual Communication — Major Based
Elective

MEDIA MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20)

Answer ALL questions.

1. Market value.
2. Ownership.
3. Budget.
4. Commanding.
5. Oligopoly.
6. Entrepreneur.
7. Media enterprises.
8. Product placement.
9. Audience.
10. Selling.

PART B — (5 × 5 = 25)

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

11. (a) Examine the modern approaches of a Management.

Or

- (b) List down the Process of Management.

12. (a) What do you mean by Media Organization?

Or

- (b) Discuss in detail about Scheduling.

13. (a) What is Financial Management? Give example.

Or

- (b) Define: Monopoly.

14. (a) State the nature and scope of advertising management in detail.

Or

- (b) What do you mean by media scheduling?

15. (a) Write short notes on social media marketing.

Or

- (b) Draft an essay about Audience analysis.

PART C — (3 × 10 = 30)

Answer any THREE questions.

16. Briefly explain the roles and functions of Management.
17. Examine the various stages of Post Production.
18. Draft an essay about Media Convergence.
19. Examine the challenges in Media Production and Advertising Management.
20. How online Marketing and selling succeeds in Indian Culture? Discuss.
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