

**M. A. DEGREE END SEMESTER EXAMINATION - MARCH 2024****SEMESTER 2 - JOURNALISM AND MASS COMMUNICATION****COURSE : 21P2MCJT07 - MEDIA MANAGEMENT***(For Regular 2023 Admission and Improvement/Supplementary 2022/2021 Admissions)*

Duration : Three Hours

Max. Weights: 30

**PART A****Answer any 8 questions****Weight: 1**

1. What is sponsored ads? (R)
2. What is cross-media ownership? (U)
3. What is management in media organization? (U)
4. What is media agenda? (U)
5. Write a note on Time Warner. (U)
6. What do you mean by cultural hegemony? (U)
7. What is cost cut? (U)
8. What is the structure of media organizations? (U)
9. Write a note on Bertelsmann. (U)
10. What is political economic theories? (U)

**(1 x 8 = 8)****PART B****Answer any 6 questions****Weights: 2**

11. Explain the functions of the accounting department in a newspaper organisation. (An)
12. What is cultural convergence? (U)
13. Do you think implementing effective employee engagement strategies leads to employee creativity? Discuss. (An)
14. Explain the phases of brand management in media industry. (An)
15. What is economic convergence? (U)
16. Explain the functions of NRS. (An)
17. What are the disadvantages of cross media ownership? Discuss. (An)
18. When does profit overtake entertainment in media content? (U)

**(2 x 6 = 12)****PART C****Answer any 2 questions****Weights: 5**

19. Discuss media management as a unique discipline. (An)
20. Explain any five theories and its importance in media management. (An)
21. Do you think digital media platforms created more participatory media environment? Evaluate. (A)
22. Discuss about the economic and administrative concerns of government-supported electronic media in India. (A)

**(5 x 2 = 10)**

OBE: Questions to Course Outcome Mapping

CO	Course Outcome Description	CL	Questions	Total Wt.
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Cognitive Level (CL): Cr - CREATE; E - EVALUATE; An - ANALYZE; A - APPLY; U - UNDERSTAND; R - REMEMBER;