

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

MMCMM (2015 Onwards) (Sem.-3)

MEDIA MANAGEMENT-II

Subject Code : MMCMM-203

Paper ID : [74126]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Write briefly :
 - a. Trust
 - b. Corporate ownership
 - c. Event Management
 - d. Staff training
 - e. Times group
 - f. Prasar Bharati
 - g. Anand Bazar Patrika Group
 - h. Promotion
 - i. TV-18 Group
 - j. HRM

SECTION-B

2. Mention the weaknesses of corporate form of ownership.
3. Write a brief note on Sahara Group.
4. What is the significance of selling space in media?
5. Draw the structure of a television channel.
6. Explain 4P's of Marketing.

SECTION-C

7. Discuss various media marketing techniques.
8. How has times group changed media management in India?
9. Show your understanding of the functioning of a national television channel.