

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

M.Code : 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 form of ownership.
 - b) Prasar Bharti.
 - c) The Tribune group.
 - d) Star India.
 - e) Sun Network.
 - f) Recruitment.
 - g) Space selling
 - h) Promotion.
 - i) Media.
 - j) FM.

SECTION-B

2. Why is Malyala Manaorama group important?
3. What is the role of editorial department?
4. Enumerate different media marketing techniques.
5. Draw the structure of FM Radio station.
6. What is unique character of TV-18 group?

SECTION-C

7. Discuss in detail the inflow of capital in Indian media and issues connector with it.
8. What is the contribution of the Times group to Indian media?
9. What is the structure and functioning of a television channel?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.