**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 24**

**MMC/MAMCD 203: MEDIA MANAGEMENT**

Time: **3 Hours** Total Marks: **70**

*The figures in the right-hand margin indicate marks for the individual question.*

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1. **Choose the correct option: 5x1=5**
2. The structure of an advertising agency typically includes the following department responsible for creating ad content:  
   a) Account Management  
   b) Creative  
   c) Media Buying  
   d) Client Servicing
3. Which of the following best defines the concept of Brand Differentiation?  
   a) Reducing competition in the market  
   b) Creating a unique image of a brand  
   c) Building customer relationships  
   d) Expanding market share
4. In media entrepreneurship, one major problem faced in the North-East region is:  
   a) Over-regulation of digital media  
   b) Lack of proper organizational hierarchy  
   c) Limited funding opportunities  
   d) Excessive media convergence
5. Organizational Behaviour studies primarily deal with:  
   a) Media revenue patterns  
   b) Individual and group dynamics in a workplace  
   c) CRM strategies  
   d) Cross-ownership regulations
6. Which of the following is an example of market structure in the media industry?  
   a) Oligopoly  
   b) Sole proprietorship  
   c) Cross ownership  
   d) Media convergence

1. **Fill in the blanks with the right answer: 5x1=5**
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ refers to foreign companies or individuals investing in Indian media businesses.
3. The role of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ department in a radio station involves scheduling programs and ensuring content quality.
4. The integration of print, television, radio, and digital media is known as \_\_\_\_\_\_\_\_\_\_\_\_\_.
5. The term \_\_\_\_\_\_\_\_\_\_\_\_\_\_ describes the revenue model of earning through user subscriptions rather than advertising.
6. \_\_\_\_\_\_\_\_\_\_\_\_ is a management approach where organizational roles are flexible, and power is distributed.
7. **Write short notes on the following: 6x2=12**
8. Media Pluralism
9. Brand Image
10. Cross Ownership
11. Audience Research
12. Corporate Social Responsibility (CSR) in Media
13. Organizational Culture
14. **Answer any four of the following in details: 4x12=48**
15. Discuss the management principles that are crucial in running a media organization, highlighting organizational behaviour and hierarchy.
16. Explain the concept of media regulation, focusing on its importance in maintaining market structures and protecting public interest.
17. Discuss the problems and prospects of media entrepreneurship in the North-East, with examples from the region.
18. Analyse the structure and functioning of FM radio organizations, emphasizing programming strategies and audience research.
19. Explain how information and communication technology (ICT) has impacted media convergence and organizational functioning in the media industry.

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