

TEZPUR UNIVERSITY
SEMESTER END EXAMINATION (SPRING 2023)
MAMCD/MMC 203: MEDIA MANAGEMENT
Time: 3 Hours **Total Marks: 70**

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

1. Write **short note** on the followings: - 2x5=10
 - a) What is Holocracy in organisational structure?
 - b) Write the meaning of cross media ownership and give one example of it.
 - c) Name four programming strategies in broadcast media.
 - d) Define Brand Identity. Distinguish it from Brand Image.
 - e) What is Frequency in audience research?
2. Answer the following questions: - 6x5=30
 - a) Elaborate the need of brand positioning for a media organisation.
 - b) What is Organisational Structure? Explain Span of Control as one of the organisational principles.
 - c) Discuss the different principles of a good relationship between advertising agency, client and media.
 - d) Explain the different strategies of customer relationship management in a media organisation.
 - e) Analyse Frederick Taylor's Scientific Management Theory and its significance in present times.
3. Answer the following in detail: - 10x3=30
 - a) Discuss different factors that determine the market structure of a media industry.
 - b) "Audience Research is crucial for media management". Critically analyse this statement with your arguments.
 - c) Explain the concept of media convergence. What are the different opportunities and the challenges of media convergence in contemporary media scenario?
