**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUT 21 & SPR 22)**

**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 brief note on the following- 2x5=10

1. Holocracy
2. Vertical Integration
3. Hotswitching
4. Audience Meter
5. Reach

2. Answer the following questions: 6x5=30

1. What is Chain Ownership of Media? Give examples from Indian context. Discuss different merits and demerits of chain ownership.
2. Mention Organisational Structure of a newspaper organisation. Discuss functions of each department.
3. What are the functions of a programming department in broadcast management? Discuss the factors which determine the programming in broadcast media.
4. Differentiate between brand image and brand identity. Give some examples.
5. Explain the types of operation based ownership pattern of media with examples.

3. Answer the following in detail: 10x3=30

1. What is organization structure? Discuss different elements of organizational structure.
2. Define the concept of media convergence. Critically analyze the changes in consumption behavior of the audience in a culture of media convergence.
3. What are the four pillars of classical organizational theory. Discuss each type and its significance in media management.

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