**TU/ CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING) 2019**

**MMC 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. Answer **any five** of the following in about five sentences each.

2x5=10

1. Brand Image
2. FDI in Media
3. Audience Research
4. Marketing strategy
5. Brand differentiation
6. Customer Relationship Management
7. Television Rating Point

2. Write short notes on **any three** of the following in about 200 words

each. 7x3=21

1. Social Media Marketing
2. Media Regulation
3. FM radio
4. Media convergence
5. Agency - Client - Media Interface

3. Answer **any three** of the following in about 400-500 words each:

13x3=39

1. Discuss the different types of Management Functions.
2. What is Media ownership? Examine each of them with suitable examples.
3. Discuss the structure of a newspaper organization. Explain the functions of the various departments.
4. Explain the different types of programming strategies with examples.
5. You have been provided with a loan from a Nationalised Bank for starting your media entrepreneurial venture. What factors would you take into consideration before starting your business?

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