

**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)
(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC) Chromepet,
Chennai — 600 044.**

**B.Sc. END SEMESTER EXAMINATION APRIL/NOV - 2021
SEMESTER - VI**

17UVSCT6009 - Media Organisation and Management

Total Duration : 3 Hrs	Total Marks : 75
MCQ : 30 Mins	MCQ : 15
Descriptive : 2 Hrs.30 Mins	Descriptive : 60

Section B

Answer any **SIX** questions (6 × 5 = 30 Marks)

1. Trace the importance of Media Entrepreneurship.
2. Write short notes on the structure of media management.
3. Discuss the media ownership in India with few examples.
4. Point out the responsibilities of Media manager.
5. Classify the production strategies.
6. Explain project production cycle in media organisation.
7. Discuss about the importance of Sales marketing.
8. Write the different kinds of legal arrangements and contracts.

Section C

Answer any **THREE** questions (3 × 10 = 30 Marks)

9. Media as Business and Social institution Comment with examples.
10. Discuss about the scope and objectives of media ownership with an example.
11. Write in detail about the importance of project management in media.
12. List out the various sources for media revenues with examples.
13. Enlist the common ethical issues faced by media management.