

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

MMC 4th Semester Examination, 2015

MMC(S4)14-MEDIA MANAGEMENT

Time: 3hrs

Maximum marks: 80

The figures in the margin indicate full marks for the questions

1. Answer any five from the following questions (each within 50 words) 2x5 = 10

- (a) What is scientific management? Who is known as the father of scientific management?
- (b) Why is it necessary to identify the 'target audience' before launching any product?
- (c) Who is considered as the founder of human relations movement? What does the human relations movement signify?
- (d) Who is a business journalist?
- (e) What do you mean by infomercials?
- (f) State any two differences between administration and management.
- (g) What are the two basic approaches to digital printing?

2. Answer any three from the following questions (each within 100 words) 4x3=12

- (a) What role does technology play in the functioning of a business organisation?
- (b) What are the important criteria that must be kept in mind before selecting an appropriate media for the purpose of communication?
- (c) 'Accuracy and clarity are two important qualities of any form of communication' – Explain.
- (d) What is the main purpose of a PR officer in any organisation?
- (e) Explain the concept of consumerist culture.

3. Answer any three from the following questions (each within 250 words) 6x3=18

- (a) What is business presentation? What factors must be kept in mind for making business presentation more effective and attractive?
- (b) What are the various steps that are followed in the preparation of a project report?
- (c) What is an executive summary?
- (d) Do you think human resource management is a key factor in the success of a media industry specially in a state like Assam? Justify your answer with examples.
- (e) What are the different ownership patterns in a newspaper industry? Which ownership pattern is frequently seen in media houses in North East India?

4. Answer any four from the following (each within 400 words) 10x4=40

- (a) What is business communication? What are the essential characteristics of business communication?
- (b) What is Electronic Field Production? What are the different stages of EFP?
- (c) What are the functions of the editorial department of a print media organisation? Is it necessary to have coordination among the different departments of a print media establishment? Explain.
- (d) What is management? What are the functions of management?
- (e) Discuss the five P's of marketing mix with the help of a diagram.
- (f) Explain various types of radio programme formats.