**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN 2022)**

**MMC/MAMCD 203: MEDIA MANAGEMENT**

**Time:** 3 Hours **Total Marks:** 70

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

*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\**

2. Answer the following: - 2x5=10
3. What is Scalar Chain in Fayol’s Fourteen Principles of Management?
4. Distinguish between Hammocking and Tentpoling.
5. What is Conglomerate Ownership? Give two examples.
6. What is Division of Labour and why is it important for media management?
7. What are the key components of audience research?
8. Answer the followings: - 6x5=30
9. Discuss the relationship between brand positioning and brand differentiation with suitable examples.
10. What are the different types of broadcast programming?
11. Elaborate the different types of organisational structure.
12. “Media convergence is a result of advancement of Information and Communication Technologies (ICTs)”- Explain the different dynamics of media convergence in contemporary world.
13. Discuss different factors of maintaining good relationship between an advertising agency and its clients.
14. Answer the following in detail: - 15x2=30
15. Explain the functions of management and its implications in a media organisation.
16. Discuss different steps of maintaining Customer Relationship Management (CRM) and its significance in a media organisation.

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