**TU/ CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 2017**

**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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Sections A is compulsory and answer *any four* from Section B

**Section: A**

1. Write in about two or three sentences each.

**2x5=10**

1. Brand identity
2. FM Radio
3. Media Entrepreneurship
4. Marketing strategy
5. TRP
6. Write short notes on any four of the following in about 200 words each.

**5x4=20**

1. Structure of a newspaper organisation
2. Cross ownership of Media
3. Customer Relationship Management
4. Brand differentiation
5. Audience research

**PTO**

**Section: B**

**10x4=40**

1. What is Management? Discuss the various Management Principles.
2. Discuss the different types of Media ownership patterns in India.
3. Examine the organisational structure of a TV and Radio Station.
4. What is an advertising agency? Discuss its functions and the client-agency- media interface of the agency.
5. What do you understand by media entrepreneurship? Give brief overview of the media entrepreneurial scenario in the north-east highlighting the prospects and challenges?

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