**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 2023**

**MMC/MAMCD 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. Write short notes: 2x5=10

1. Media Convergence
2. Brand Differentiation
3. Brand Image
4. Social Media Marketing
5. Conglomerate Ownership
6. Write detailed answers to **any five** of the following:

12x5=60

1. Analyse the current state of the media environment in India, with a specific focus on the challenges and opportunities present in the North-East region.
2. What are the career options in regional and national media industry? Briefly write the scope for media entrepreneurship in North east India.
3. Discuss the difference between formal and informal organisation. Explain the concept of organisational structure with reference to various types of media organisations.
4. Discuss the challenges a media house faces in emerging market scenario in India. Discuss the various marketing strategies a media house can adopt to meet the marketing challenges.
5. How crucial is naming a brand for corporate? Define the various brand name strategies with rationale and examples.
6. Discuss the role of social media in customer relationship management.

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