**TU/ CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING) 2020**

**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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1. Answer the following questions- 5x6= 30

1. Discuss the types of operation based media ownership.
2. What are the four fundamental principles in Fredrick Taylor’s Scientific Management Theory?
3. What is media convergence? Discuss its advantages and disadvantages.
4. Discuss the different functions of management with reference to media organisations.
5. Explain the programming strategies in broadcast media.
6. What is organisational behaviour? Discuss the elements of organisational behaviour.

2. Answer the following questions- 10x3=30

1. Explain different types of organisational structure.
2. Discuss the significance of advertising agency-client -media interface. Give suitable examples.
3. What is customer relationship management (CRM) in context of media and entertainment industry? Discuss different strategies of CRM in a media organisation.

3. Answer the following questions shortly- 2x5= 10

1. What is vertical integration of media houses?
2. What is flatarchy of organisational structure?
3. What are the five functions of management?
4. What is brand differentiation? Give example.
5. Differentiate between brand image and brand identity?

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