TU/CODL/MMC/SPR/2017

TEZPUR UNIVERSITY

Semester End Examination (Spring) 2017

MMC 203: Media Management

Time 3 hrs **Total Marks =70**

Section A is compulsory and answer any three from Section B

Section A

1. **Write in about 5 sentences each:** 2 x 5 =10

   a. Television Rating Point
   b. Brand Image
   c. Audience research
   d. FDI
   e. Media in North-East

2. **Write short notes on *any three* of the following in about 200 words each** 7 x 3=21

   a. Impact of internet on print media is a misnomer
   b. Media ownership patterns
   c. Management principles
   d. FM radio in India

Section B (Any three) 13 x 3=39

3. Discuss the structure and functions of various departments of an advertising agency
4. Discuss Customer Relationship Management
5. What is Entrepreneurship? Discuss media entrepreneurial scenario of North-East
6. What is Brand Differentiation? What is the difference between Generic Differentiation and Pre-emptive Differentiation
7. What are the different types of Programming strategy in Television Production?

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