**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING 2023)**

**MAMCD/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. Write **short note** on the followings: - 2x5=10
2. What is Holocracy in organisational structure?
3. Write the meaning of cross media ownership and give one example of it.
4. Name four programming strategies in broadcast media.
5. Define Brand Identity. Distinguish it from Brand Image.
6. What is Frequency in audience research?
7. Answer the following questions: - 6x5=30
8. Elaborate the need of brand positioning for a media organisation.
9. What is Organisational Structure? Explain Span of Control as one of the organisational principles.
10. Discuss the different principles of a good relationship between advertising agency, client and media.
11. Explain the different strategies of customer relationship management in a media organisation.
12. Analyse Frederick Taylor’s Scientific Management Theory and its significance in present times.
13. Answer the following in detail: - 10x3=30
14. Discuss different factors that determine the market structure of a media industry.
15. “Audience Research is crucial for media management”. Critically analyse this statement with your arguments.
16. Explain the concept of media convergence. What are the different opportunities and the challenges of media convergence in contemporary media scenario?

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