**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING 24)**

**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. **Choose the correct option: 1x5=5 marks**
2. Which type of media ownership refers to a single organization owning multiple types of media outlets, such as newspapers, television, and radio?
   1. Public ownership
   2. Private ownership
   3. Cross ownership
   4. Joint venture
3. In media management, the primary role of audience research is to:
   1. Develop programming strategies
   2. Regulate media ownership
   3. Increase cross-ownership
   4. Set organizational structure
4. Which of the following is a key determinant of market structures in the media industry?
   1. Content exclusivity
   2. Government regulations
   3. Audience research
   4. Technological advancements
5. The concept of ‘media convergence’ refers to:
   1. Combining news and entertainment
   2. Merging traditional and digital media
   3. Reducing the number of media channels
   4. Increasing foreign investment in media
6. Which department in a newspaper organization is primarily responsible for ad sales and client relations?
   1. Editorial department
   2. Circulation department
   3. Advertising department
   4. Production department

1. **Fill in the blanks with the right answer: 1x5=5 marks**
2. The \_\_\_\_\_\_\_\_\_\_ Act regulates the structure and ownership of media outlets in India.
3. The process of creating and maintaining a positive perception of a product or company in the minds of customers is known as \_\_\_\_\_\_\_\_\_\_.
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_is an investment made by a company, organization, corporation or an individual in one country into business engrossment situated in another country.
5. \_\_\_\_\_\_\_\_\_\_ is the study of how individuals behave within an organizational structure.
6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the process of back-to-back broadcasting of two programmes without any commercial break between the end of one programme and the beginning of another.
7. **Write short notes on the following: 2x6=12 marks**
8. Counter-Programming
9. Audience Panels
10. Upward Communication
11. Social Media Marketing
12. Chain of Command
13. Holocracy

1. **Answer any four of the following in details: 12x4=48 marks**
2. Explain the organisational structure of a newspaper and elaborate on the functions of the various departments in a newspaper organisation.
3. Explain the importance of audience research in media management and how it influences programming strategies.
4. Evaluate the concept of Customer Relationship Management (CRM) in media organizations, using case studies to highlight its impact on audience engagement.
5. Give a brief overview of the Classical theory of organization. Elaborate on the four pillars of the theory.
6. Discuss the current media scenario in North-East India, focusing on the unique challenges and growth prospects for media organizations in the region.