

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086
(For candidates admitted from the academic year 2019 – 2020 & thereafter)

M. A. DEGREE EXAMINATION, APRIL 2024
PUBLIC RELATIONS
FOURTH SEMESTER

COURSE : **ELECTIVE**
PAPER : **MEDIA MANAGEMENT**
SUBJECT CODE : **19PR/PE/MM15**
TIME : **90 MINUTES** **MAX. MARKS: 50**

SECTION – A

ANSWER ALL QUESTIONS : **(3 X 2 = 6)**

1. Name three roles and responsibilities of a media manager. How do they affect the company's brand image.
2. What are advertorials and promotional content in traditional media? Share one example.
3. What are some techniques in information management? Define and explain in under 100 words.

SECTION – B

ANSWER ANY 3 QUESTIONS IN NOT LESS THAN 250 WORDS: **(3 X 8 = 24)**

4. What are the different types of media market structures? Explain with a few examples.
5. What are the major principles of media law? Share some common practices across regions with an example.
6. Name some popular players in the traditional print media industry. How relevant are they in the current day? Share some examples of their reach, circulation, and impact.
7. Discuss in detail about the demand for advertising, and marketing versus funded programmes. Please share specific examples across the media spectrum.
8. Are blogs relevant in today's day and age? Explain your point of view with some examples. Share information on blog ratings, cost per impression, click through rate and engagement rate.

SECTION – C

ANSWER ANY ONE QUESTION IN NOT LESS THAN 1000 WORDS: (1 X 20 = 20)

9. A new-age consumer brand focused on social media selling is looking for a comprehensive media strategy. What are some media metrics that their campaign should include and why? Chart a detailed go-to-market strategy for their new product launch with defined metrics and platforms.
10. What is the impact of media planning and buying as role in brand management? How important is it in the digital age. Explain with relevant examples in the B2B and B2C space. What would be the future of media buying?
