

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**  
**(For candidates admitted during the academic year 2015 – 16 & thereafter)**

**SUBJECT CODE: 15PR/PE/MM14**

**M. A. DEGREE EXAMINATION, NOVEMBER 2018**  
**PUBLIC RELATIONS**  
**THIRD SEMESTER**

**COURSE : ELECTIVE**

**PAPER : MEDIA MANAGEMENT**

**TIME : 3 HOURS**

**MAX. MARKS: 100**

**SECTION – A**

**ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (10 X 2 = 20)**

1. Define Media management.
2. What is Media economics?
3. Define Market and its types.
4. List out the different skills that need to be possessed by a Manager.
5. What is Cross media ownership?
6. Differentiate between Production and Manufacturing.
7. Define Prime Time in Television.
8. Write short notes on Blog.
9. Expand and explain CAS
10. What is Cost per click?

**SECTION – B**

**ANSWER ANY FIVE QUESTIONS IN NOT LESS THAN 250 WORDS: (5 X 8 = 40)**

11. Elaborate on the Principles of Management coined by Taylor.
12. How important is the relation between owners, clients and suppliers?
13. Write a short note on Macro and Micro Economics.
14. What is Media Diversity? Explain its essential elements.
15. Do you think Facebook is losing out to Instagram and Snapchat among teens? Give your reasons.
16. Explain the historical contributions to Management Theory.
17. What are the steps involved in Film Production?
18. Newspaper Industry is on decline. Do you agree? Substantiate.

**SECTION – C**

**ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS: (2 x 20 = 40)**

19. Enumerate the Ownership patterns in Media with case studies.
20. With adequate illustrations, analyse the present trends in the Media Industry.
21. Take either one Print or Broadcast organization and discuss the nature, structure and functions of various departments.
22. Media has Power, Influence and Effect. Do you agree? Substantiate.

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