

Reg.No. _____



Karunya UNIVERSITY

(Karunya Institute of Technology & Sciences)
(Declared as Deemed-to-be University under Sec.3 of the UGC Act, 1956)

End Semester Examination – Nov/Dec – 2016

Code : 16MT2003
Sub. Name : Electronic Media Management

Semester : 2016-17 ODD
Duration : 3hrs
Max. marks : 100

ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)

| Q. No. | Sub Div. | Questions | Course Outcome | Marks |
|---------------------------|----------|---|----------------|-------|
| 1. | a. | Explain the higherarchy of a news house in detail with relevant diagrams. | CO1 | 15 |
| | b. | What is the need of advertising? What are the various forms? | CO2 | 5 |
| (OR) | | | | |
| 2. | a. | Explain in detail on the major sources of income and expenditure in media house. | CO1 | 15 |
| | b. | Explain the process of budgeting in a news channel. | CO2 | 5 |
| 3. | a. | Prepare a budget plan for an advertising agency for the financial year 2016-2017. | CO1 | 15 |
| | b. | Explain the process in programme production. | CO3 | 5 |
| (OR) | | | | |
| 4. | a. | What is the process involved in making television programs for a channel? | CO2 | 15 |
| | b. | What are the various types of compensations? | CO1 | 5 |
| 5. | a. | Explain on the various qualities of a good leader? | CO1 | 15 |
| | b. | What are the preparations to be made after the interview? | CO3 | 5 |
| (OR) | | | | |
| 6. | a. | Elaborate on the functions of HR in a news channel? | CO1 | 15 |
| | b. | What are the factors leading to an employee termination? | CO1 | 5 |
| 7. | a. | What are the factors involved in understanding an employee behaviour? | CO1 | 15 |
| | b. | What are the preparations to be made after the interview? | CO3 | 5 |
| (OR) | | | | |
| 8. | a. | Explain the promotional plan of a news paper house in detail. | CO2 | 15 |
| | b. | What are the functions of promotion and marketing department? | CO1 | 5 |
| <u>Compulsory:</u> | | | | |
| 9. | a. | What are the functions of sales department? | CO2 | 5 |
| | b. | Analyze the case and find the root cause and provide a solution for this problem. “Mr. John was an employee of star advertising and recently he was depromoted for not achieving the targer. He is the only earning member of the family.” You are one of his colleagues how will you respond this situation? | CO3 | 15 |

ALL THE BEST