Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_



**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

(Declared as Deemed-to-be University under Sec.3 of the UGC Act, 1956)

**End Semester Examination – April / May – 2017**

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| **Code :** | **16MT2003** | **Duration :** | **3hrs** |
| **Sub. Name :** | **ELECTRONIC MEDIA MANAGEMENT** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| Q. No. | Sub Div. | Questions | Course  Outcome | Marks |
| 1. | a. | Explain the structure of a media house in detail with relevant diagrams. | CO1 | 15 |
| b. | What is the purpose of advertising? What are the various forms? | CO2 | 5 |
| (OR) | | | | |
| 2. | a. | Explain in detail on the major sources of income and expenditure in a media house. | CO1 | 15 |
| b. | Explain the process of budgeting in a media house. | CO2 | 5 |
| 3. | a. | Prepare a budget plan for an news agency for the financial year 2016-2017. | CO1 | 15 |
|  | b. | Explain the process of making script from idea. | CO3 | 5 |
| (OR) | | | | |
| 4. | a. | What are the various functions of a program department? | CO2 | 15 |
|  | b. | Explain the process of employee recruitment. | CO1 | 5 |
| 5. | a. | Explain on the various qualities of a good leader. | CO1 | 15 |
|  | b. | What are the preparations to be made before the interview? | CO3 | 5 |
| (OR) | | | | |
| 6. | a. | Elaborate on the functions of HR in a Television House. | CO1 | 15 |
|  | b. | What are the various types of compensations? | CO1 | 5 |
| 7. | a. | What are the factors involved in understanding an employee behaviour? | CO1 | 15 |
|  | b. | What are the preparations to be made before the interview? | CO3 | 5 |
| (OR) | | | | |
| 8. | a. | What are the policies employed in media sales? Elaborate on each in detail. | CO2 | 15 |
|  | b. | What are the functions of sales department? | CO1 | 5 |
|  | | **Compulsory:** |  |  |
| 9. | a. | What are the functions of promotion and marketing department? | CO2 | 5 |
|  | b. | Analyze the case and find the root cause and provide a solution for this problem.  “Mrs. Reena was working in a media firm, she took leave from her firm for about an year due to medical reason and now she wanted to rejoin again to her duties. But the firm had already appointed another person instead of her.” She is the only earning member of the family.”  You are one of her colleagues how will you respond this situation? | CO3 | 15 |