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 – Nov/Dec – 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. | Discuss on the organization structure of a media house in detail with relevant diagrams. | CO1 | 15 |
| b. | Justify on the purpose of advertising. | CO2 | 5 |
| (OR) | | | | |
| 2. | a. | Elaborate on the major sources of income and expenditure in a media house. | CO1 | 15 |
| b. | Describe the process of budgeting in a media house. | CO2 | 5 |
|  |  |  |  |  |
| 3. | a. | Prepare a budget plan for an news agency for the financial year 2017-2018. | CO1 | 15 |
|  | b. | Explain the process of making script from idea. | CO3 | 5 |
| (OR) | | | | |
| 4. | a. | Summarize the various functions of a program department. | CO2 | 15 |
|  | b. | List out the process in employee recruitment. | CO1 | 5 |
|  |  |  |  |  |
| 5. | a. | Explain on the various qualities of a good team leader. | CO1 | 15 |
|  | b. | Recall 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. | Identify the various types of compensations. | CO1 | 5 |
|  |  |  |  |  |
| 7. | a. | List out the factors involved in understanding an employee behavior. | CO1 | 15 |
|  | b. | Analyze on the factors which will impact the flexibility of employees in a company. | CO3 | 5 |
| (OR) | | | | |
| 8. | a. | Discuss on the policies employed in media sales, Elaborate on each in detail. | CO2 | 15 |
|  | b. | Describe the functions of sales department. | CO1 | 5 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. | a. | Define the functions of promotion and marketing department. | CO2 | 5 |
|  | b. | Analyze and present a statergy for the promotion of a newly launched program. | CO3 | 15 |

ALL THE BEST