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



**End Semester Examination – Nov / Dec – 2019**

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| **Code : 17MC2031** |  | **Duration** | **3hrs** |
| **Sub.Name : MEDIA MANAGEMENT** |  | **Max. Marks** | **100** |

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

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| **Q. No.** |  | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Discuss Fayol’s Principles of Management with suitable examples. | CO1 | 20 |
| **(OR)** | | | | |
| 2. |  | List eight Principles of Management. Explain any five with examples. | CO1 | 20 |
|  |  |  |  |  |
| 3. |  | Describe Dove soap’s media strategy from the 1950s to the present times. | CO6 | 20 |
| **(OR)** | | | | |
| 4. |  | Discuss about Radio Production Management. | CO5 | 20 |
|  |  |  |  |  |
| 5. |  | Distinguish between Outdoor and indoor advertising media with examples. | CO3 | 20 |
| **(OR)** | | | | |
| 6. |  | Comment on the importance of Social Media Advertising. | CO4 | 20 |
|  |  |  |  |  |
| 7. |  | Analyse the importance of copyright rules in Media Productions. | CO3 | 20 |
| **(OR)** | | | | |
| 8. |  | Explain Human Resource Planning with suitable examples. | CO2 | 20 |
|  | | **Compulsory**: |  |  |
| 9. |  | Discuss about celebrity endorsement with a case study of BOOST Health Food Drink. | CO6 | 20 |