



23126037

**QP CODE: 23126037**

**Reg No** : .....

**Name** : .....

**B.VOC DEGREE REGULAR / IMPROVEMENT / REAPPEARANCE EXAMINATIONS,  
JULY 2023**

**Second Semester**

B.Voc animation and graphic design

**AGFX202 - MEDIA ORGANIZATION**

2018 Admission Onwards

47B9C6B1

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Media as Social Institution.
2. The Greiner Curve.
3. Organizational behaviour and its Importance.
4. Organization culture.
5. Group Behaviour.
6. Leisure.
7. Market research.
8. Explain Distribution in Production Process.
9. What is Pre-production ?
10. What is Follow-up in Production Process?
11. Media Management Strategy.
12. What is Copyright ?

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*



13. Types of mass media, Explain.
14. Explain the role of entrepreneur in media industry.
15. What is Production House? What does a Production house do?
16. Explain the Employment opportunities in indian Media Industry.
17. What is the signification of branding through Media and Why is it so important?
18. Analyze the characteristics of media audiences as consumers.
19. Describe the media management roles.
20. What do you understand by Target Audience? Discuss in detail, citing suitable examples from the field of newspapers/news magazines/ news channels.
21. Explain, Selling Space and time in media.

(6×5=30)

#### Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Enumerate some conceptual issue related to Media Management.
23. Critically analyse the current media competition in India.
24. Briefly explain the principles of project planning.
25. Analyse the concept that public interests regulates the media management policies.

(2×15=30)