



24022952

QP CODE: 24022952

Reg No :

Name :

**B.VOC DEGREE REGULAR / IMPROVEMENT / REAPPEARANCE EXAMINATIONS,
JUNE 2024**

Second Semester

B.Voc animation and graphic design

AGFX202 - MEDIA ORGANIZATION

2018 Admission Onwards

ECEE8E1C

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Features of Media Organization.
2. Vertical ownership.
3. RNI.
4. How many satellite channels are there in India?
5. Oligopoly.
6. DAVP.
7. Revenue Models in Media.
8. PPC.
9. What is Evaluation in PPC?
10. Distribution.
11. What is IPR?
12. Crisis management.

(10×2=20)

Part B

*Answer any **six** questions.*

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



13. Media has become a business industry than a service organization. Comment.
14. Role of media in Human Development.
15. Explain Organization Behaviour and its Importance.
16. Explain the Employment opportunities in Indian Media Industry.
17. How media helps in Media Education? Explain.
18. Write your opinion on impact of global media in India.
19. Functions of Media Management. Explain.
20. Explain Media Audience Analysis in Detail.
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. Analyze the characteristics of media audiences as consumers.
24. Explain the different characteristics of an effective budget.
25. Elaborate the production strategies and project planning in media industry.

(2×15=30)