



QP CODE: 25026408



25026408

Reg No :

Name :

**B.VOC DEGREE REGULAR / IMPROVEMENT / REAPPEARANCE EXAMINATIONS,
MAY 2025**

Second Semester

B.Voc animation and graphic design

AGFX202 - MEDIA ORGANIZATION

2018 Admission Onwards

46790437

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Edutainment.
2. Cross media ownership.
3. Organizational behaviour and its Importance.
4. Production house.
5. General Manager.
6. Sponsorship.
7. Leisure.
8. What are the 5 Stages in Project Management?
9. What is Asset Management ?
10. Distribution.
11. Media Management Strategy.
12. What is Copyright ?

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Explain Media organization. Features of Media Organization.



14. Role of media in Human Development.
15. Discribe the Organizational structure of AIR.
16. Explain the Employment opportunities in indian Media Industry.
17. Define the importance of audience in media economics.
18. What are the Market Factors in Media? Explain.
19. Write short note on the sources of funds.
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. Explain the various stages in project management in the media industry.
25. Analyse the concept that public interests regulates the media management policies.

(2×15=30)