TILAK MAHARASHTRA VIDYAPEETH, PUNE BACHELOR OF ARTS JOURNALISM AND MASS COMMUNICATION (BAJMC)

EXAMINATION: DECEMBER 2023

SIXTH SEMESTER

Sub: Media Management (BAJMC - 604)

 Date: 12/12/2023
 Total Marks: 60
 Time: 10.00 am to 12.30 pm

 Instruction:

All questions are compulsory.

Q. 1. Answer the following. (Any Two)

(20)

- 1. Define media management with its functions in detail.
- 2. Examine the concept of "branding" in media management. How does effective branding contribute to the success of media organizations? Provide examples to support your answer.
- 3. What is crisis management? Explain types of crisis and its handling cycle in detail.

Q. 2. Write short notes. (Any Three)

(15)

- 1. Private ownership
- 2. Need of management
- 3. Unity of Command
- 4. Target Audience
- 5. Role of traditional folk media

Q. 3. A) Write True or False.

- 1. There has been a huge rise in creativity among the public since the advent of social media. (05)
- 2. Reach is a measure of how many times the average person in the target market is exposed to the message.
- 3. Two words that describe the 'new' advertising are innovative and engaging.
- 4. Advertisers can influence media content through product placement in shows in which their products are talked about or shown being used by the characters.
- 5. IMC is one media speaking with multiple voices.

B) Choose the correct Answers.

(05)

- 1. What is one of the big differences between traditional media and social media?
 - a) Participatory production.
- b) Social media reaches only a few people at a time.
- c) The management structure of the companies.
- d) Traditional media offers no way for audiences to communicate with media producers.
- 2. Major media channels such as print, display, online and broadcast are classified as
- a) Non-personal communication channels
- b) Non-emotional communication channels
- c) Personal communication channels
- d) Irrational Communication channels
- 3. Major media channels such as print, display, online and broadcast are classified as

		a) non-personal communication channels	b) non-emotional communication channels	
	C	e) personal communication channels	d) irrational communication channels	
		A website that lets anyone add, edit, or de a) Wiki c) Usenet	lete pages of content is called a b) Online forum. d) Lurker site.	
	а	Leader writer is one who writes the a) Main Story b) Middle Article	b) Edit page article d) Editorial	
C) Explain tl		plain the following term/ Concept in one Blog	e sentence.	(05)
	2.	Hash-tag		
	3.	Planning and scheduling		
	4.	Snap-chat story		
	5.	Fake news		
Q. 4.	Answer the following (Any One)1. 'Social Media engulfs family time'. Write a report analyzing the validity of th statement.		te a report analyzing the validity of the	(10)
	2.	Do you think the editorial freedom really examples.	exists or not? Justify your answer with	