

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

