



BRAINWARE UNIVERSITY

Term End Examination 2022

Programme – M.Sc.(MSJ)-2022

Course Name – Media Marketing and Management

Course Code - MMSJC103

(Semester I)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) An essential feature of capitalism economy is?
 - a) Private Ownership
 - b) Exchange of Wealth
 - c) No dominance by owners
 - d) Free Market Economy
- (ii) The people working in an organisation do
 - a) Administrative work
 - b) Operative work
 - c) Both
 - d) None
- (iii) What is meant by laissez-faire economy?
 - a) Economy with little government regulation
 - b) Economy with government regulation
 - c) Economy with no government regulation
 - d) Free market economy
- (iv) Globalisation involves?
 - a) Economic Integration
 - b) Cultural exchanges
 - c) Transfer of policies across borders
 - d) All
- (v) Chain ownership is?
 - a) Same company owns many outlets in a single medium
 - b) Integration of national economies
 - c) Ownership of several businesses one of which is a media business
 - d) Corporate deregulation
- (vi) Which of the following is not a media integration?
 - a) Horizontal
 - b) Vertical
 - c) Diagonal
 - d) Quadrangle
- (vii) What are the primary driving forces of a market, industry, and economy?
 - a) Demand
 - b) Supply
 - c) Both
 - d) None
- (viii) Who among the following is a media conglomerate?

- a) Reliance Industries Limited
 c) Both
- b) Disney Star Private Limited
 d) None
- (ix) A manager resolving conflict among organizational members is performing what function?
 a) Leading
 c) Controlling
- b) Directing
 d) Commanding
- (x) TRAI stands for.....
 a) Television Regulatory Authority of India
 c) Training Regulatory Authority of India
- b) Telecom Regulatory Authority of India
 d) Telephone Regulatory Authority of India
- (xi) refers to business transaction and financial activities of the organization producing and selling production into the various media industries
 a) Media Management
 c) Media Industry
- b) Media Economics
 d) Media Deregulation
- (xii) BARC stands for?
 a) Broadcast Audience Ratings Company
 c) Broadcast Assessment Research Council
- b) Broadcast Audience Research Council
 d) Broad Audience Research Council
- (xiii) IANS, UNI, AP are names of
 a) Press Associations
 c) News Agencies
- b) Newspapers
 d) Television Source
- (xiv) _____ is the function of management which follows planning
 a) Organising
 c) Coordinating
- b) Scheduling
 d) Managing
- (xv) Personnel management department shoulders the responsibility of managing the company's _____
 a) Employers
 c) Social Media Marketing
- b) Human Resource
 d) Counselling

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Define the concept of social bookmarking (3)
3. Shed some light on newspaper advertising. (3)
4. Write a short note on laws of demand and supply in media context (3)
5. State few reasons why media monopolies flourish in India? (3)
6. If you were an entrepreneur with a new media product, how you use Twitter to build awareness and increase sales? (3)

OR

Highlight some of the market shifts that took place in the media industry post Covid-19 pandemic. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Discuss any case study of an international media giant. (5)
8. State the significance of leadership in a manager (5)
9. List down at least six principles of management. (5)
10. How do media economics differ from other forms of economics? (5)
11. Discuss the impact of a brand on consumer choices and decision making. (5)
12. Critically analyse the revenue model of the Indian private radio industry. (5)

OR

Assess television revenue streams. (5)
