



BRAINWARE UNIVERSITY

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Brainware University
Barasat, Kolkata -700125

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
 (ix) A manager resolving conflict among organizational members is performing what function?
 a) Leading
 c) Controlling
 (x) TRAI stands for.....
 a) Television Regulatory Authority of India
 c) Training 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
 (xii) BARC stands for?
 a) Broadcast Audience Ratings Company
 c) Broadcast Assessment Research Council
 (xiii) IANS, UNI, AP are names of
 a) Press Associations
 c) News Agencies
 (xiv) _____ is the function of management which follows planning
 a) Organising
 c) Coordinating
 (xv) Personnel management department shoulders the responsibility of managing the company's _____
 a) Employers
 c) Social Media Marketing
 b) Disney Star Private Limited
 d) None
 b) Directing
 d) Commanding
 b) Telecom Regulatory Authority of India
 d) Telephone Regulatory Authority of India
 b) Media Economics
 d) Media Deregulation
 b) Broadcast Audience Research Council
 d) Broad Audience Research Council
 b) Newspapers
 d) Television Source
 b) Scheduling
 d) Managing
 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)

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