

2056
B. Voc. (Media and Entertainment)
Sixth Semester
MET 603: Media Management

Time allowed: 3 Hours

Max. Marks: 40

NOTE: Attempt five questions in all, including Question No. I which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt any four of the following in 40-50 words each:-

- a) Define media management.
- b) What is media planning?
- c) Explain media ownership.
- d) What is TRP?
- e) Define audience segmentation.
- f) What is media economics?

(4x2)

UNIT - I

- II. Explain the concept, scope, and importance of media management in the modern communication industry. (8)
- III. Discuss different types of media organizations and their management structures. (8)

UNIT - II

- IV. Explain the process of media planning. What factors influence effective media planning? (8)
- V. Discuss media economics. How do revenue models impact media organizations? (8)

UNIT - III

- VI. Explain audience segmentation and its importance in media management. (8)
- VII. Discuss media strategies and their role in achieving organizational goals. (8)

UNIT - IV

- VIII. Explain the role of digital media in modern media management. Discuss its advantages and challenges. (8)
- IX. Write a detailed note on media ethics and regulations. Why are they important in today's media environment? (8)

x-x-x