

Register Number :

Name of the Candidate :

6 9 0 2

M.B.A. DEGREE EXAMINATION, 2013

(GLOBAL)

(SECOND YEAR)

(PAPER - XII : GROUP - A)

240. MEDIA BUSINESS

May]

[Time : 3 Hours

Maximum : 75 Marks

PART – A (5 × 3 = 15)

Answer any FIVE questions.

ALL questions carry EQUAL marks.

1. Define Music Business.
2. What are the kinds of Rights and Royalties?
3. What is DTH?
4. Define IMAX.
5. Define Animation.

Turn Over

6. What are the sources of a Proper game content?
 7. How can you launch an event without creating a proper plan for it?
 8. What are the different ways of Violating Publishing Rights?
- PART – B** (3 × 10 = 30)
- Answer any THREE questions.
ALL questions carry EQUAL marks.*
9. Briefly describe the evolution of Music Business.
 10. Explain the working of DTH.
 11. What is the difference between animating a game and animating a film?
 12. Explain the need of a 'Site Licence' in terms of event management.
 13. Explain briefly the various services that generate revenue for the entertainment industry.

- PART – C** (1 × 15 = 15)
- Answer any ONE question.*
14. Explain the functions of various departments in a record table.
 15. Explain the different laws and copy right related to the film and TV business.
 16. Explain how the internet has brought in significant changes in the field of Media and entertainment.
- PART – D** (1 × 15 = 15)
- (Compulsory)*
17. Explain the case study of Network 18 in the Media and Entertainment Industry.