

Total No. of Pages: 1

7127

Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION December 2014

(GLOBAL)

(SECOND YEAR)

(GROUP-A)

230. MEDIA MANAGEMENT

Time: Three hours

Maximum: 75 marks

SECTION – A

(5×3=15)

Answer any FIVE questions

1. How would you define Copyright?
2. Explain Entertainment media publishing.
3. Give the short note Animation.
4. Explain Financial function of the organisation.
5. What is Internet?
6. Different between global markets and local markets.
7. Define Capital Management.
8. Give the name of various forms of distribution.

SECTION – B

(3×10=30)

Answer any THREE questions

9. Bring out the need and importance of animation in media management.
10. Explain network culture and media convergence.
11. Explain Telecommunication regulations.
12. List out the role and merits of Capital management.
13. Explain advertising in different media field.
14. Bring out the legal issues of Internet using in media management.

SECTION–C

(1×15=15)

Answer any ONE question

15. Examine the various kinds of print media used in Indian Advertising Industry.
16. Explain ability to analyse business opportunities and contracts from a financial stand point.
17. Elucidate the procedure involved in copyright.

SECTION–D

(1×15=15)

Compulsory

18. Critically analyse the role of IP and copyright in Indian media management.
