E 3794

〣〣〣 00003794

B.A. DEGREE (C.B.C.S.S.) EXAMINATION, NOVEMBER 2022

Fourth Semester

Vocational Course—B.A. English (Model II) Vocational—Journalism

MEDIA MANAGEMENT AND INTRODUCTION TO INFORMATION TECHNOLOGY

(2013—2016 Admissions)

Time : Three Hours

Maximum Marks : 80

Part A

*Answer **all** questions.*
Each question carries 1 mark.

1. What is Multiprogramming ?
2. What media leadership ?
3. What is brand management ?
4. What are search engines ?
5. LAN stands for ————..
6. What is Cyberspace ?
7. What is E-Commerce ?
8. What is Media Selection ?
9. What is Media Conglomerate ?
10. What is Auditing ?

$(10 \times 1 = 10)$

Part B

*Answer any **eight** questions.*
Each question carries 2 marks.

11. Production Manager.
12. Risky shift.
13. Media Planning.
14. Parallel computer.
15. Video Conferencing.
16. Edusat.
17. News Agencies.
18. Yellow Journalism.
19. News room.
20. Direct Mail.
21. Telemarketing.
22. SMS marketing.

$(8 \times 2 = 16)$

Turn over

Part C

Answer any **six** *questions.*
Each question carries 4 *marks.*

23. Describe the hiring process in a television channel.

24. Explain the scientific management theory.

25. What are the basic management actions in a newspaper organisation ?

26. List out the tools for sales promotion.

27. Explain the departmentalization in media organization.

28. Write the functions of Media Research.

29. Write the significance of Media Scheduling.

30. What are the different stages of media management ?

31. How is Intranet different from internet ?

$(6 \times 4 = 24)$

Part D

Answer any **two** *questions.*
Each question carries 15 *marks.*

32. Do you think an autonomous status is necessary for media today ? Comment.

33. Describe the process of computer operating systems.

34. "Sponsors are the actual owners of media organizations nowadays." Justify your answer.

35. Discuss the role of democracy in media management.

$(2 \times 15 = 30)$