



QP CODE: 21102213



21102213

Reg No :

Name :

B.Voc Degree Examinations, AUGUST 2021

Fourth Semester

B.Voc Sound Engineering

BSEG402 - MEDIA MANAGEMENT

2018 Admission Only

0EFD12A2

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Name some Managerial Skills.
2. What is the prominence of the Classical Liberal Theory in the modern world?
3. What are Media Ethics?
4. What is the organizational structure of a Media company?
5. Who is a Film Director?
6. List a few program types that a media company conducts.
7. How is Public relations and print media related?
8. What is the Editorial Managemet?
9. Define Research.
10. What is qualitative research?
11. Which scale is the simplest form of measurement?
12. What is an experimental group?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Explain in detail the difference between Science and Art with examples.





14. Explain the nature of Management Principles.
15. Explain the Vision and Mission of a company with examples.
16. What steps must be taken to have a good relationship with the employees?
17. Explain Berlo's S-M-C-R Model.
18. Name and explain the role of the Media Governing bodies in India.
19. What is Social Media? Give examples.
20. Explain the approaches to qualitative research.
21. Explain the nature of quantitative data and steps involved in preparation for analysis.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Discuss about research design. Illustrate with examples.
23. Write in detail about the effect of Mass Media in the minds of the masses.
24. Explain MAXMINCON principle.
25. Explain methods of blocking and discuss completely randomized block design.

(2×15=30)

