

**St. Philomena's College (Autonomous), Mysore**  
**PG Department of Journalism & Mass Communication**  
**Question Bank (Revised Curriculum 2018 onwards)**

**Second Year- Third Semester ( 2019 -21 Batch)**

**Course Title (Paper Title):**

**Media Economics & Management QP Code:60204**

<b>Unit</b>	<b>SI. No</b>	<b>Questions</b>	<b>Marks</b>
1	1.	What does the term management mean?	2
1	2.	Define media management.	2
1	3.	According to Peter Drucker, what are the basic tasks of management?	2
1	4.	What do you mean by effective management?	2
1	5.	What do you mean by efficient management?	2
1	6.	What is Fayolism?	2
1	7.	What do you mean by scalar chain?	2
1	8.	Mention any two management theories.	2
1	9.	What is the main aim of management?	2
1	10.	Mention four types of media.	2
1	11.	Which is India's first newspaper?	2
1	12.	What is centralisation in management?	2
1	13.	What does Scientific Management Theory aim at?	2
1	14.	What do you mean by division of labour?	2
1	15.	Hawthorne effect can be related to which of the management theories?	2
1	16.	Mention any two markets in which media enterprises operate.	2

1	17.	Mention any two types of newspaper advertisements.	2
1	18.	Mention any two types of newspapers.	2
1	19.	Mention any two types of magazines.	2
1	20.	What is a business publication?	2
	21.	Mention any two types of internet advertisements.	
1	22.	What is monopoly?	2
1	23.	Give two examples of monopoly.	2
2	24.	What is oligopoly?	2
2	25.	Give two examples of oligopoly.	2
2	26.	What do you mean by price discrimination?	2
2	27.	Mention two conglomerate companies.	2
2	28.	What is merger?	2
2	29.	Mention any two mergers in India.	2
2	30.	What is acquisition?	2
2	31.	Mention any two acquisitions in India.	2
2	32.	Mention any two types of media ownership?	2
2	33.	What is a dormant partner?	2
2	34.	What is a partnership deed?	2
2	35.	What are different types of partnership?	2
3	36.	What is marketing?	2
3	37.	What are the elements of marketing mix?	2
3	38.	Who coined the term marketing mix?	2

3	39.	What is skimming strategy?	2
3	40.	What is penetration strategy?	2
3	41.	What do you mean by harvesting strategy?	2
3	42.	What is concentrated strategy?	2
3	43.	Define strategic alliance.	2
3	44.	What is market analysis?	2
3	45.	What is the main objective of product planning?	2
3	46.	What is SWOT analysis?	2
3	47.	What is a product roadmap?	2
3	48.	What is personal selling?	2
3	49.	What is direct marketing?	2
4	50.	What is an event?	2
4	51.	Mention any four types of events.	2
4	52.	What is the difference between a mega event and major event?	2
4	53.	What do you mean by networking events?	2
4	54.	Under which category of event does business conference come?	2
4	55.	What is conceptualisation in event management?	2
4	56.	What is costing in event management?	2
4	57.	What is canvassing in event management?	2
4	58.	What is customization in event management?	2
1	59.	Write a short essay on the significance of management.	10
1	60.	Explain the objectives of management.	10

1	61.	Write a short note on Theory of Scientific Management.	10
1	62.	Write a short note on Administrative Management Theory.	10
1	63.	Write a short note on Bureaucratic Theory of Management.	10
1	64.	Write a short note on Behavioral Theory of Management.	10
1	65.	What is differential piece rate system?	10
1	66.	Explain three types of power in an organisation.	10
1	67.	Explain with the help of a flow chart, the process of management.	10
1	68.	What are the advantages and disadvantages of newspaper advertisement?	10
1	69.	What are the advantages and disadvantages of magazine advertisement?	10
1	70.	What are the advantages and disadvantages of television advertisements?	10
1	71.	What are the advantages and disadvantages of radio advertisements?	10
1	72.	Write a short note on outdoor advertising.	10
1	73.	What is cinema and video advertisement?	10
1	74.	Explain internet advertising.	10
2	75.	What are the advantages and disadvantages of monopoly?	10
2	76.	What are the advantages and disadvantages of oligopoly?	10
2	77.	Elaborate on conglomerate company.	10
2	78.	Explain sole proprietorship.	10
2	79.	How to form partnership?	10

2	80.	What are the features of partnership?	10
2	81.	Explain the types of partnership.	10
2	82.	What are the essential elements of partnership?	10
2	83.	What is the difference between partnership and firm?	10
2	84.	Why should someone register his/her private limited company?	10
3	85.	Explain the elements in a marketing mix.	10
3	86.	What are the strategies you choose at introduction stage?	10
3	87.	What are the strategies that can be adopted at growth stage?	10
3	88.	Explain maturity stage and strategies that can be used.	10
3	89.	Explain decline stage and strategies to come out of this stage.	10
3	90.	What are the benefits of market analysis?	10
3	91.	What is the significance of product planning?	10
3	92.	What are the objectives of product planning?	10
3	93.	What are the purposes of marketing promotion?	10
3	94.	What are the marketing promotion strategies?	10
4	95.	What are the main types of events?	10
4	96.	Describe various events based on size.	10
4	97.	What are the five Cs in event management?	10
4	98.	What is the importance of an event checklist?	10
4	99.	What is promotion and publicity in event management?	10
4	100.	Why should someone think sustainably while planning an event?	10
1	101.	Write an essay on Fayol's Principles of Management.	15

1	102. Delineate four general management theories.	15
1	103. As a media manager, what are the qualities and responsibilities you will have?	15
1	104. Write an essay on media markets.	15
1	105. What are the different media platforms where you can advertise?	15
1	106. As an advertiser, how well can you use internet media?	15
2	107. Distinguish between monopoly and oligopoly.	15
2	108. How is merger different from acquisition?	15
2	109. Write an essay on partnership business.	15
2	110. What do you know about a private limited company?	15
2	111. Comment on any two media conglomerates you know.	15
3	112. Delineate product life cycle with the help of any famous product/service.	15
3	113. How can market analysis help your company? How will you conduct it?	15
3	114. How will you conduct a successful product planning?	15
3	115. What is the significance of product life cycle?	15
3	116. Elaborate on the importance of each element of marketing mix.	15
4	117. Explain the principles of management.	15
4	118. As an event manager, how will you plan and prepare for an upcoming event?	15
4	119. Share your experience on planning and executing an event.	15

Q.P Code: 60204

**St. Philomena's College (Autonomous) Mysore**  
**III Semester M.A. Final Examination November- 2019**  
**Subject: JOURNALISM AND MASS COMMUNICATION**  
**Title: MEDIA ECONOMICS AND MEDIA MANAGEMENT**

**Time: 3 Hours**

**Max Marks: 70**

**PART -A**

**Answer any FIVE of the following:**

**5×2=10**

1. Define Media Management.
2. What is product planning?
3. List out any three electronic media markets.
4. Who proposed the theory of administrative management?
5. Define Convergence.
6. What are the different classifications for events based on size?

**PART -B**

**Answer any THREE of the following:**

**3×10=30**

7. Explain different types of media ownership.
8. Discuss the influence of FDI on Indian media.
9. What is market analysis and explain the importance of it in media economics?
10. Describe the process of planning a product for advertiser.

**PART -C**

**Answer any TWO of the following:**

**2×15=30**

11. Explain Fayol's principles of management
12. Discuss various stages in product life cycle.
13. Explain any two of the following.
  - a) Monopoly
  - b) Oligopoly
  - c) Conglomerates.

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