

ST. PHILOMENA'S COLLEGE (AUTONOMOUS), MYSORE**PG DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION****QUESTION BANK (REVISED CURRICULUM (LOCF) - 2020-22 BATCH)****SECOND YEAR- THIRD SEMESTER (2020-22 BATCH)****COURSE TITLE (PAPER TITLE): MEDIA ECONOMICS & MANAGEMENT****QP CODE:82331**

Unit	SI. No	Questions	Marks
1	1.	What does the term management mean?	2
1	2.	Bring out the etymology of the term 'management'.	2
1	3.	What do you mean by effective management?	2
1	4.	What do you mean by efficient management?	2
1	5.	What is the main purpose of management?	2
1	6.	What are the managerial functions according to Fayol?	2
1	7.	Who is considered to be father of Scientific Management?	2
1	8.	What is Taylorism?	2
1	9.	Who is known as father of General Modern Management?	2
1	10.	What is Fayolism?	2
1	11.	What is unity of command?	2
1	12.	What is unity of direction?	2
1	13.	What do you mean by scalar chain?	2
1	14.	Define gang-plank.	2
1	15.	Mention any two management theories.	2
1	16.	What is centralisation in management?	2
1	17.	What does Scientific Management Theory aim at?	2
1	18.	What do you mean by division of labour?	2
1	19.	Hawthorne effect can be related to which of the management theories?	2
1	20.	What is the idea of 'esprit de corps'?	2
	21.	Who proposed Bureaucratic Theory of Management?	
1	22.	Who is known as the founder of Human Relations Movement?	2
1	23.	Define the term market.	2
1	24.	How can we broadly classify 'market'?	2
1	25.	What is perfect market?	2
1	26.	What is monopoly?	2
1	27.	Give one example of monopoly.	2
1	28.	What is oligopoly?	2
1	29.	Give two examples of oligopoly.	2

1	30.	What are the two types of oligopoly?	2
1	31.	What is monopolistic competition?	2
2	32.	Define the term media-management.	2
2	33.	What is the purpose of media management?	2
2	34.	What are the different types of media?	2
2	35.	What do you mean by media-combination in marketing?	2
2	36.	What is meant by 'powerful audience'?	2
2	37.	What do you mean by 'frequency' in media marketing?	2
2	38.	What do you mean by 'reach' in media marketing?	2
2	39.	What is free media?	2
2	40.	What is media franchise?	2
2	41.	Give two examples of media franchise.	2
2	42.	What are the two types of media convergence?	2
2	43.	What is merger?	2
2	44.	Give two examples of mergers in India.	2
2	45.	What is acquisition?	2
2	46.	Mention any two acquisitions in India.	2
2	47.	Mention two conglomerate companies.	2
2	48.	Name the book-publisher run by News Corp.	2
2	49.	Which company owns 'Myspace' social networking company?	2
2	50.	Who is the media conglomerate connected with 'Wall Street Journal'?	2
2	51.	Which company owns 'Pixar' animation studios?	2
2	52.	Expand ANN.	2
2	53.	What are the types of media ownership based on funding?	2
2	54.	What are the types of media ownership based on size?	2
2	55.	What are the types of media ownership based on the method of operation?	2
2	56.	What is chain ownership?	2
2	57.	What is cross media ownership?	2
3	58.	What is marketing?	2
3	59.	What are the elements of marketing mix?	2
3	60.	Who coined the term marketing mix?	2
3	61.	Mention the stages of product life cycle.	2
3	62.	Mention any two strategies used in introduction stage.	2
3	63.	What is skimming strategy?	2
3	64.	What is penetration strategy?	2
3	65.	Mention any two strategies used in growth stage.	2
3	66.	Mention any two strategies used in maturity stage.	2
3	67.	What is marketing mix modification?	2
3	68.	What do you mean by harvesting strategy?	2

3	69.	What is concentrated strategy?	2
3	70.	Define strategic alliance.	2
3	71.	What is market analysis?	2
3	72.	Mention two benefits of market analysis.	2
3	73.	What is SWOT analysis?	2
3	74.	What do you mean by market forecast?	2
3	75.	What is the main objective of product planning?	2
3	76.	Mention two objectives of product planning.	2
3	77.	What is a product roadmap?	2
3	78.	What is personal selling?	2
3	79.	What is direct marketing?	2
3	80.	What are the two types of sales promotion?	2
4	81.	What is an event?	2
4	82.	Mention any four types of events.	2
4	83.	Mention any two corporate events.	2
4	84.	Mention any two life-cycle events.	2
4	85.	What are the different types of events based on the scale and impact of the event?	2
4	86.	Give two examples of mega events.	2
4	87.	Give two examples of hallmark events.	2
4	88.	Give two examples of major events.	2
4	89.	Give two examples of local events.	2
4	90.	'Hornbill Festival of Nagaland' is an example for which type of event?	2
4	91.	'Football World Cup' is an example for which type of event?	2
4	92.	'Music Concert' is an example for which type of event?	2
4	93.	'Marathon' happening at your neighbourhood is an example for which type of event?	2
4	94.	What is event management?	2
4	95.	What is 'conceptualisation' in event management?	2
4	96.	What is 'costing' in event management?	2
4	97.	What is 'canvassing' in event management?	2
4	98.	What is 'customisation' in event management?	2
4	99.	What is 'carrying-out' in event management?	2
4	100.	What are the three stages of event management?	2
4	101.	What is analytical ability in event management?	2
4	102.	What is networking skill in event management?	2
4	103.	What is negotiation skill in event management?	2
1	104.	Write a short essay on the significance of management.	10
1	105.	How is 'planning' an important managerial function?	10
1	106.	How is 'organizing' an important managerial function?	10

1	107.	How is 'leading' an important managerial function?	10
1	108.	How is 'controlling' an important managerial function?	10
1	109.	Why would you say a manager's role is interpersonal?	10
1	110.	Why would you say a manager's role is informational?	10
1	111.	Why would you say a manager's role is decisional?	10
1	112.	Why is it said that Taylorism focuses on front-line managers?	10
1	113.	Which theory of management focused on top-level managers? Explain.	10
1	114.	What is the importance of 'authority' and 'responsibility' in an organisation?	10
1	115.	Explain the types of authorities according to Weber.	10
1	116.	Describe the experiments conducted in 'Hawthorne Studies' briefly.	10
1	117.	Write a note on perfect market.	10
1	118.	Write a note on imperfect market.	10
1	119.	How can you distinguish 'monopoly' from 'monopolistic competition'?	10
2	120.	Explain media management in the context of advertising.	10
2	121.	What are the steps involved in media management?	10
2	122.	How can you distinguish 'reach' and 'frequency' in media?	10
2	123.	How is 'Authoritarian Theory' different from 'Soviet Media Theory'?	10
2	124.	How is 'Libertarian Theory' different from 'Social Responsibility Theory'?	10
2	125.	What is the significance of 'Development Media Theory'?	10
2	126.	Elucidate 'Democratic Participant Theory'.	10
2	127.	Briefly describe 'media franchise' with the help of examples.	10
2	128.	Briefly explain 'media convergence' with the help of examples.	10
2	129.	Differentiate between 'mergers' and 'acquisitions' with proper examples.	10
2	130.	How does audience become powerful according to pluralist theory of media ownership?	10
2	131.	What is the role of media in democratic process?	10
2	132.	Briefly explain 'economic rationality' mentioned in pluralist theory of media ownership.	10
2	133.	Elaborate on conglomerate company.	10
2	134.	Explain different types of media ownership based on size with examples.	10
3	135.	Briefly explain the stages of product life cycle.	10
3	136.	What is the significance of 'introduction' stage in the life of a product?	10
3	137.	What is the significance of 'growth' stage in the life of a product?	10
3	138.	What is the significance of 'maturity' stage in the life of a product?	10
3	139.	Explain 'decline' stage in the life of a product.	10
3	140.	What are the strategies you choose at 'introduction' stage?	10
3	141.	What are the strategies that can be adopted at 'growth' stage?	10
3	142.	What are the strategies you choose at 'maturity' stage?	10
3	143.	What are the strategies that can be adopted at 'decline' stage?	10

3	144.	Elaborate on marketing?	10
3	145.	What is 'marketing mix'?	10
3	146.	How important is the 'product' in marketing mix?	10
3	147.	How important is the 'place' in marketing mix?	10
3	148.	How important is the 'price' in marketing mix?	10
3	149.	How important is the 'promotion' in marketing mix?	10
3	150.	Elucidate any four benefits of market analysis.	10
3	151.	How can market analysis help a company in risk reduction?	10
3	152.	What is market forecast and its significance?	10
3	153.	Why to analyse market in context of past mistakes?	10
3	154.	How does market analysis help in marketing optimization?	10
3	155.	How can you identify the target audience?	10
3	156.	Why should a company study their competitors?	10
3	157.	Mention any four elements that should be included in a market research.	10
3	158.	Briefly explain product planning.	10
3	159.	How can product planning help in increasing sales?	10
3	160.	How do product management and market management complement each other?	10
3	161.	Make a short note on objectives of product planning.	10
3	162.	How can you include market research results in product planning?	10
3	163.	What is a product roadmap and how does it help in product planning?	10
3	164.	Explain the communication activities included in marketing promotion.	10
3	165.	Why is marketing promotion a critical business activity?	10
3	166.	A short note on different marketing promotion strategies.	10
4	167.	Explain the elements in an event with the help of the 'Interaction Model of Event Management.'	10
4	168.	Describe different types of events based on the context.	10
4	169.	Describe different types of events based on the extent of formality.	10
4	170.	Describe different types of events based on the nature of the event.	10
4	171.	How can you distinguish events based on its scale and impact?	10
4	172.	Write a short note on different functions of event management.	10
4	173.	Explain briefly the five Cs of event management.	10
4	174.	What are the things to be considered at 'pre-event' stage of event management?	10
4	175.	What are the things to be considered at 'during-event' stage of event management?	10
4	176.	What are the things to be considered at 'post-event' stage of event management?	10
4	177.	How to define the purpose and objectives of an event?	10
4	178.	What are the 'five Ws' and 'one H' of event management? Briefly explain.	10
4	179.	What is the significance of event management?	10
4	180.	Mention the essential skills required for event management.	10

1	181.	How does the absence of proper management affect a company?	15
1	182.	How does each managerial function complement each other?	15
1	183.	As a company manager, what are the important roles you would play?	15
1	184.	Which theorist applied science in management? Elaborate on the theory.	15
1	185.	How does Fayol focus on direction and coordination of the whole organization through his theory of management? Explain	15
1	186.	Which theorist stood against 'traditional authority' and how?	15
1	187.	How did Hawthorne studies contribute to management thoughts?	15
1	188.	If you decide to start a new firm, which market structure would you prefer? Explain the reason comparing all different market structures.	15
2	189.	Why does a media enterprise need a management?	15
2	190.	Opiniated on media being democratic in our country.	15
2	191.	How does a media franchise help in promotion of the original work? Explain with the help of examples.	15
2	192.	Differentiate between merger and acquisition. Provide relevant examples.	15
2	193.	Comment on a successful merger and an acquisition in your knowledge.	15
2	194.	Why is Rupert Murdoch known as a 'media mogul'?	15
2	195.	How does 'pluralist theory of media ownership' describe the relation between media producers and consumers?	15
3	196.	Delineate product life cycle with the help of any famous product/service.	15
3	197.	List out different strategies used at different stages of product life cycle.	15
3	198.	What is E.J. McCarthy's notable contribution to marketing?	15
3	199.	How does a proper market analysis help in the growth of the company?	15
3	200.	Describe how to conduct a market analysis.	15
3	201.	How important is product planning and how it can be done?	15
3	202.	Elucidate marketing promotion	15
4	203.	What are the factors on which events can be categorized?	15
4	204.	Elucidate on different types of events based on its scale and impact with the help of examples.	15
4	205.	Explain the five Cs of event management based on the example of a real event.	15
4	206.	Elucidate the whole process of event management based on the example of a real event.	15
4	207.	As an event manager, what are the skills you require? Explain in detail.	15

Q.P Code:60204

St. Philomena's College (Autonomous) Mysore
III Semester MA - Examination: February 2021
Subject : JOURNALISM & MASS COMMUNICATION
Title: MEDIA ECONOMICS AND MANAGEMENT

Time: 3 Hours

Maximum Marks: 70

PART A

Answer any FIVE of the following:

(5x2=10)

1. What are the basic tasks of management?
2. Mention any two acquisitions in India.
3. What is market analysis?
4. Mention four types of media.
5. What is a product roadmap?
6. What is canvassing in event management?

PART B

Answer any THREE of the following:

(3x10=30)

7. Explain process of management with the help of a flow chart.
8. How to form a partnership?
9. What are the strategies that can be adopted at the growth stage?
10. Describe various events based on size.

PART C

Answer any TWO of the following:

(2x15=30)

11. As a media manager, what are the qualities and responsibilities you will have?
12. Distinguish between monopoly and oligopoly.
13. Share your experience of planning and executing an event.
