

**M.A. IN ELECTRONIC MEDIA PRODUCTION
AND MANAGEMENT (MA-EMPM)**

Term-End Examination

00653

June, 2019

EMPM-401 : MEDIA MANAGEMENT

Time : 3 hours

Maximum Marks : 60

Note : Attempt any **five** of the following questions. All questions carry equal marks.

1. What are the budgeting and finance options available to film producers in India ? Is it different for feature and documentary films ? 12

2. In recent times, video and audio content providers over the Internet have mushroomed. Take any one of these websites and discuss its management strategies with respect to product, promotion, pricing, penetration and distribution (eg. Saavn, Amazon Video, Netflix, Airtel TV, Hostsar, etc). 12

3. What are the various sources of revenue for a community radio station ? 12

4. Discuss the code of ethics for advertising over AIR and DD. 12
5. Has entertainment become the dominating element to television programming ? Substantiate your view with examples. 12
6. 'Emotional sales promotion' has become an integral part of marketing strategies. Discuss, quoting any two examples. 12
7. Discuss the research mechanism employed by an FM Radio channel, specifying the importance of Reach and Target Audience. 12
8. Write short notes on any **four** of the following : 4×3=12
- (a) Online News Portals
 - (b) New Wave of Hindi Cinema
 - (c) 24 Hour TV Channels
 - (d) Campus Radio Management
 - (e) Market Segmentation
 - (f) Unique Selling Proposition (USP)
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