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Name of the Candidate:

M.B.A (GLOBAL) DEGREE EXAMINATION, 2011
(SECONDYEAR)
(PAPER-XII)

240. MEDIA BUSINESS

Dec.)

(Time: 3 Hours)

Maximum: 75 Marks

SECTION-A

(5×3=15)

Answer any FIVE questions
All questions carry equal marks

1. What is record label development?
2. Write a note on distribution of film content.
3. What is mobile marketing?
4. Define Copyright.
5. What is meant by music royalty?
6. Explain concert copyright.
7. Explain distribution rights of video games.
8. Write a note on programming content in animation.

SECTION-B

(3×10=30)

Answer any THREE questions
All questions carry equal marks

9. Explain the future of music business due to new streaming and place shifting technologies.
10. Explain business structures relating to development production programming of film content.
11. Explain the growth of animation.
12. Explain line media management.
13. Discuss publishing rights for different products.

SECTION-C

(1×15=15)

Answer any ONE question

14. Give a detailed account on laws and copyrights.
15. Explain Event Management.
16. Explain the integration of mobile technology as a part of marketing strategy.

SECTION-D

(1×15=15)

(Compulsory)

Case study

17. Discuss the current events and trends in media business with examples.

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