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Name of the Candidate:

**M.B.A (GLOBAL) DEGREE EXAMINATION, 2011**

**(SECOND YEAR)**

**(PAPER-XI)**

**230. MEDIA MANAGEMENT**

Dec.)

(Time: 3 Hours

**Maximum: 75 Marks**

**SECTION-A**

**(5×3=15)**

**Answer any FIVE questions  
All questions carry equal marks**

1. What is meant by Media?
2. Write a note on film media.
3. What is meant by Blogs?
4. Define the term telecommunication.
5. What is venture financing?
6. Write a note on internet.
7. What is media distribution?
8. Define the term entertainment media.

**SECTION-B**

**(3×10=30)**

**Answer any THREE questions  
All questions carry equal marks**

9. Explain the various components of animation.
10. List out the advantages and disadvantages of web technology.
11. Discuss the regulations of tele-communication.
12. Explain the role of financial management in entertainment business.
13. Describe the various merits and demerits of film media.
14. What are the different kinds of media distribution?

**SECTION-C**

**(1×15=15)**

**Answer any ONE question**

15. Describe the programming strategies in electronic media.
16. Explain the role of copyrights and IP in Indian media management.
17. Explain the various sources for raising long term finance in entertainment business.

**SECTION-D**

**(1×15=15)**

**(Compulsory)**

18. Describe the factors which affect media in current scenario.

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