

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**B.Sc.(MEFT) (Sem.-5)**  
**MEDIA MANAGEMENT**  
**Subject Code : BMEFT-309**  
**M.Code : 13529**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTIONS TO CANDIDATES :**

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.**

## SECTION-A

**1. Write briefly :**

- a) Innovation
- b) Post-testing
- c) Advertising
- d) Publicity
- e) Behaviour
- f) Packaging
- g) Print media
- h) Image making
- i) Motivation
- j) Marketing

### SECTION-B

2. What is meant by an organization?
3. Show your understanding of time buying in radio.
4. Explain the concept of behaviour.
5. What is meant by creativity?
6. Highlight the importance of an Event.

### SECTION-C

7. What are the determinants of organizational behaviour?
8. Highlight the importance of financial management.
9. What are the challenges faced in the management of a TV channel?

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**