

MMCJ Sem-4 Examination**507****Media Planning & Media Applications****Time : 2-00 Hours]****April 2022****[Max. Marks : 50****Section I****(42 Marks)**

(Attempt Any Three (03) questions out of Eight (08) questions in Part I given below. All Questions carry equal Weightage.)

- Q.1 Define Management with functions of Management in detail with the P-O-L-C Framework in Management.
- Q.2 Why planning is important for any organization? Explain the importance of planning with its types and Characteristics.
- Q.3 Describe the role of the Distribution system in print media and how does that affect till the newspaper is reaching the end-user.
- Q.4 Define Marketing Mix with 5 P's of Marketing with its importance. Also, explain how business is dependent on Marketing.
- Q.5 Write on Organization Behaviour (OB) and its features, importance, challenges, opportunities and limitations including key factors affecting Organizational Behaviour.
- Q.6 Describe the challenges and opportunities ahead for Radio, Print & Television against the new-age digital media in the context of Media Management?
- Q.7 How is various media getting their revenue from? Describe the pattern for Print media, Radio, Television, Outdoor and New age media/ digital media.
- Q.8 Explain publicity / media planning / strategy / for the product launch. write on anyone as a strategy. you can select any of the products from an Electric Scooter or New Gujarati Movie or a Hospital or a Politician.

Section II**(08 Marks)**

(Attempt any Four out of Eight MCQ's in Part-II given below. All question carries two marks.)

- Q.1 Write two functions of Managers in any organisation.
- Q.2 Write two objectives of Sales Promotion.
- Q.3 What is TRP and How does it work in TV media?
- Q.4 What is the difference between the Rj brand image and Radio Image.
- Q.5 Mention seven Quality Management Principles.
- Q.6 Give two examples of Financial Incentives and Non-Financial Incentives.
- Q.7 Write two advantages of Budgetary Control?
- Q.8 Write the difference between Budget, Budgeting and Budgetary Control.