



# UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Eighth Semester – 2019

Paper: Media Management and Marketing

Course Code: BSCS-413 Part – I (Compulsory)

Time: 15 Min. Marks: 10

Roll No. in Fig. ....

Roll No. in Words. ....

Signature of Supdt.: .....

**ATTEMPT THIS PAPER ON THIS QUESTION SHEET ONLY.**

**Division of marks is given in front of each question.**

**This Paper will be collected back after expiry of time limit mentioned above.**

Q.1. Encircle the correct option.

(10x1=10)

1) There are ----- steps in designing the communications

- a) 3                      b) 4                      c) 5                      d) None of these

2) Media planning depends on

- a) Setting media objectives                      b) deciding media strategies  
c) choosing the media mix                      d) all of the above

3) Billboards, motion pictures, audiovisual material, print and broadcast ads are examples of

- a) Sales promotion                      b) Direct marketing  
c) Events and experiences                      d) Advertising

4) The major media type is selected on basis of

- a) Product characteristics                      b) Message characteristics  
c) Target audience                      d) All of these

5) While launching the new products, the most important element is

- a) Reach                      b) frequency                      c) Impact                      d) None of these

6) In store advertising is a form of

- a) Place advertising                      b) Product placement  
c) Point of purchase                      d) None of these

7) Primary research focuses on

- a) Surveys                      b) focus group                      c) One on one interviews                      d) All of these

P.T.O.

8) Unity of command means

- a) **The employees should receive orders from one direction**
- b) **The employees should receive orders from multiple directions**
- c) **Employees should be free from orders**
- d) **none of these**

9) Stability of tenure refers to

- a) **Job security**
- b) **job turnover**
- c) **Job responsibilities**
- d) **job's objectives**

10) Chat rooms are an example of

- a) **Interactive marketing**
- b) **Direct marketing**
- c) **Personal selling**
- d) **Word of mouth marketing**



**ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED**

**Q2) Define the following**

**(20)**

- Equity (1)
- Centralization (1)
- Scalar chain (1)
- Effectiveness and efficiency (1)
- Target Audience (2)
- Medium (1)
- Write down the types of managerial levels and the skills required for each level (3)
- Define management and basic functions of management (5)
- Advertising or circulation administration of the media (5)

**Q3) Write detailed note on the Following**

**(30)**

1. What is personnel administration? Explain different types production or editorial personnel in detail (10)
2. How responsibilities of a media manager can be elaborated? (10)
3. Define Media conglomerate and highlight the structure and working of media conglomerates (10)