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BSAAVC 382

**Choice Based Credit System Sixth Semester B.Sc. (Animation and Visual Effects) Degree Examination, September 2022
(2021 – 22 Batch Onwards)
PROJECT MANAGEMENT**

Time : 3 Hours

Max. Marks : 80

SECTION – A

1. Answer **any 10** of the following questions.

(2×10=20)

- a) Define project team.
- b) What is Print Media ?
- c) What is news ?
- d) Elaborate and define ABC.
- e) Write a note on advertisement.
- f) List out the needs of project management.
- g) Define research.
- h) Mention the uses of advertisement management.
- i) What is budgeting ?
- j) How to promote newspaper circulation ?
- k) Who are target audience ?
- l) List out the opportunities in media.

SECTION – B

Answer **one full** question from **each** Unit. **Each** question carries **15** marks.

Unit – 1

2. a) Explain the basic concepts of management. **8**
- b) Explain the process and nature of project management. **7**

OR

3. a) Explain the skills and functions of a manager. **8**
- b) Explain the theories of management. **7**

P.T.O.



Unit – 2

- 4. a) Explain the organizational structure of print media. **8**
- b) Explain the roles and responsibilities of an advertisement department. **7**

OR

- 5. a) Explain the process to acquire ownership of a Newspaper. **8**
- b) Explain the different types of advertisements in Newspaper. **7**

Unit – 3

- 6. a) Explain the organizational structure of broadcast media. **8**
- b) Explain Radio as a medium of communication. **7**

OR

- 7. a) Explain the management of film production. **8**
- b) Explain the phase of television production. **7**

Unit – 4

- 8. a) What is financial management ? Explain. **8**
- b) Explain the trends and scope of media opportunities. **7**

OR

- 9. a) Explain internal and external communication. **8**
- b) Explain media selection and media scheduling. **7**
