



PAPUA NEW GUINEA UNIVERSITY OF TECHNOLOGY

DEPARTMENT OF COMMUNICATION & DEVELOPMENT STUDIES

CD 325 - MEDIA MANAGEMENT

SEMESTER 2 EXAMINATION

DATE: Friday, 4th November, 2022

TIME: 12:50 pm – 3:50 pm

VENUE: CD Room

MARKS: 100

WEIGHTING: 50%

INSTRUCTIONS:

1. Write your Student ID No., Name, Subject Code (CD 227), Course of Study (Communication for Development) & Year of Study (BACD 1), Examination Date, and Signature on the ANSWER BOOKLET. DO IT NOW!
2. You have 10 minutes reading time and 3 **Hours** to do the **EXAM**.
3. There are **4 SECTIONS** with **19 QUESTIONS** in this exam. You are required to answer **ALL** questions. The marks are indicated next to each question. Write ALL answers to the questions in the ANSWER BOOKLET provided. No additional material will be attached to the answer booklet.
4. **NO ELECTRONIC DEVICES, MOBILE PHONES and BAGS** are allowed in the room. **ONLY** your stationery (i.e. ruler, biros) is allowed. Place your ID card next to you to be checked by the Exam Invigilator.
5. **RULE a line** through any mistakes; correction fluid is not allowed. No additional papers will be provided; you are to use the blank side of the exam sheets for rough work.
6. Check that you have **pages numbered 1 to 4 on your Exam Paper**. The exam contents are as follows:

| SECTION | QUESTION NO. | PAGE NO. | MARKS |
|---------------------------|--------------|----------|--------------------|
| 1. Defining and Matching | 1-20 | 1 | 20 |
| 2. Short Answer Questions | 21-31 | 2 | 40 |
| 3. Filling In Blanks | 31-51 | 3 | 20 |
| 4. Short Answers | 51-71 | 4 | 20 |
| | | | TOTAL = 100 |

SUBJECT EXAMINER: MR. PAUL

PART A – DEFINING AND MATCHING**(20 MARKS)****QUESTION 1**

Match the definition in Column B with the terms in Column A. Write the letter of the definition in Column B next to the number given to the definition corresponding with the definition.

| Column A | | Column B | |
|----------|---------------------------|----------|---|
| 1 | Leadership Theory | a | the usage of an appropriate <i>media</i> mix in order to achieve desired and optimum/ideal outcomes from the advertising campaign. |
| 2 | AM broadcasting | b | a system of moral principles. |
| 3 | Social Expectation Theory | c | is unfairly showing favoritism towards something or someone. |
| 4 | media | d | Is the practice of managing the flow of information between an individual/organization and the public. |
| 5 | Media Strategy | e | Within organizational studies, leadership incorporates a fairly wide array of topics, all of which are focused on issues of human behavior. |
| 6 | Public relations | f | is the application of tools, materials and knowledge to solve problems and extend human capabilities. |
| 7 | Facebook | g | is a radio broadcasting technology, which employs amplitude modulation transmissions. |
| 8 | Content analysis | h | Communication channels through which news, entertainment, education, data, or promotional messages are disseminated. |
| 9 | biased | i | the process of identifying and selecting media outlets in which to place paid advertisements. |
| 10 | business | j | the belief that something will happen or is likely to happen. |
| 11 | Ethics | k | a paid communication through medium in which the sponsor is identified and the message is controlled. |
| 12 | Technology | l | an organization or enterprising entity engaged in commercial, industrial, or professional activities. |
| 13 | Media planning | m | An online social media and social networking service. |
| 14 | Manual CPC bidding | n | a business administration discipline that identifies and describes strategic and operational phenomena and problems in the leadership of media enterprises. |
| 15 | resource-based view | o | a research technique that involves analyzing the content of various forms of media. |
| 16 | Mass Media Research | p | Is the process through which people communicate with one another. |
| 17 | Media management | q | A bidding method that lets you set your own maximum cost-per-click for your ads. |
| 18 | Advertising | r | is a type of research that focuses on reviewing historical documents such as old newspapers and past publications. |
| 19 | Archival Research | s | It is the study of the effects of the different mass media on social, psychological and physical aspects. |
| 20 | Communication | t | builds on the assumption that each firm is a collection of unique resources that enable it to conceive and implement strategies. |

PART B: SHORT ANSWER QUESTIONS (40 MARKS)

Instructions: There are 11 Questions in Part B worth **40 marks**. Please attempt to answer all questions.

QUESTION 2

1. What is media management? (2 marks)

QUESTION 3

2. What are the six (6) factors to consider when media planning? (6 marks)

QUESTION 4

3. List four functions of Public Relations. (4 marks)

QUESTION 5

4. What are the four (4) main types of mass media? (4 marks)

QUESTION 6

5. In public relations, Marston four-step 'RACE' model describes well the PR process. List the steps. (4 marks).

QUESTION 7

6. List four (4) stages of the adoption theory - the spread of innovation? (4 marks)

QUESTION 8

7. What are something's to consider if you want to start a media? List five (5) of these. (5marks)

QUESTION 9

8. List and explain two advantages of advertising on television. (2 marks)

QUESTION 10

9. Name two (2) televisions stations in PNG. (2 marks)

QUESTION 11

10. List two ethical principles. (2 marks)

QUESTION 12

11. List five (5) roles of mass media. (5 marks)

PART C: FILLING-IN BLANKS

20 Marks

Fill in these blanks using the words from the Wordlist (Table) below.

QUESTION 12

1. The media can _____, influence, _____ and pressurize society. (2 marks)

QUESTION 13

2. The Structure-Conduct- Performance (SCP) approach focuses on the _____ of industries and the _____ between an industry's structure and organizational _____ and _____. (4 marks)

QUESTION 14

3. The term media, which is the plural of _____, refers to the _____ channels through which we _____ news, music, _____, education, promotional messages and other data. (4 marks)

QUESTION 15

4. Social expectation is an internalized social _____ for _____ and _____. (3 marks)

QUESTION 16

5. Technology is the application of tools, _____ and _____ to solve problems and extend _____ capabilities. (3 marks)

QUESTION 17

6. Communication is a process to create _____ between the _____ and the _____. (3 marks)

QUESTION 18

7. Mark Elliot Zuckerberg is the Chairman and CEO of the largest social media platform _____. (1 mark)

| | | | | | | | |
|---|---------------|---|-------------|---|---------------|---|--------------|
| a | structure | f | linkage | k | individuals | p | receiver |
| b | movies | g | persuade | l | medium | q | disseminate |
| c | conduct | h | materials | m | human | r | Facebook |
| d | norm | i | performance | n | manipulate | s | communicator |
| e | organizations | j | commonness | o | communication | t | knowledge |

PART D: ESSAY WRITING – Media Planning

(20 marks)

QUESTION 19

In media management, certain process and procedures are applied to come up with a media plan to promote or advertise a product. Follow the instruction provided below to come up with a media plan for a product you are planning to promote/advertise on behalf of an organization.

INSTRUCTIONS:

1. Think of a product that a company could like to market/advertise using the mass media.

State this/these concern(s)

2. Plan and strategize which media tools to use to promote/market/advertise this product. Explain why you selected these tools.

Explain why this/these media tools will be effective

3. Who will benefit from this advert/promotion?

Name the target community/communities/age group

4. Is your objective in this Strategic Media Plan in line with such theories as the 'New product development theory' that could have effect on the customer and organization change? If so, describe how.

State the selected communication purpose and describe how this is the communication outcome for this marketing plan.

5. Describe how this will benefit the target community and the gains for the business organization.