



# ICM

MARCH 2017

ELECTRONIC MEDIA MANAGEMENT

**Instructions to candidates:**

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
  - b) Answer any FIVE questions
  - c) All questions carry equal marks. Marks for each question are shown in [ ]
- 
1. Cost control is a key feature of managing in the modern media environment. Review the main expense categories that the head of a radio station is likely to pay particular attention to. [20]
  2. Analyse the main categories of format seen in radio station programming. [20]
  3. Review the factors that a TV programme manager will consider in making acquisition and scheduling decisions. [20]
  4. Analyse the typical sales policies in use in TV and radio stations. [20]
  5. Set out and review the responsibilities of, and qualities that you would look for in, a TV station promotion and marketing director. [20]
  6. Negotiating with a trade union or unions is now an important role for senior management in large TV and radio stations. Analyse the key actions that should be taken by managers before and during negotiations and after agreement is reached. [20]
  7. Review the key components that should be present in any effective sales promotion campaign by a media station. [20]
  8. Analyse the main sources of programmes for TV stations. [20]