

Reg. No

Name

18P212

M. A. DEGREE END SEMESTER EXAMINATION- APRIL 2018
SEMESTER 2 : MASTER OF COMMUNICATION AND JOURNALISM
COURSE : 15P2MCJT05 ; MEDIA MANAGEMENT AND PRODUCTION
(Common for Regular - 2017 & Supplementary - 2016 admission)

Time : Two Hours

Max. Marks: 50

Section A
Answer any 5 (2 marks each)

1. What do you mean by cross media ownership?
2. Define Co-Operatives.
3. Give any four FM radio stations in Kerala and their frequencies.
4. Write a note on ILNA.
5. What is a balance sheet?
6. Write a note on Mathrubhoomi newspaper.
7. What is flexography?

(2 x 5 = 10)

Section B
Answer any 5 (4 marks each)

8. How can you classify the media audience?
9. Write a brief note on radio industry in India.
10. Write briefly on music industry in India.
11. Write notes on Cable TV Regulation Act.
12. Elaborate on the public service broadcasting in india.
13. Write short notes on FDI in India.
14. Discuss the market dynamics of media industry.

(4 x 5 = 20)

Section C
Answer any 2 (10 marks each)

15. Explain in detail the media managerial model. Discuss the functions of a media manager.
16. (a) 'A good newspaper does not sell on marketing gimmicks alone.' Comment.
(b) Discuss some of the marketing strategies of newspapers.
17. What do you understand by Public Service Broadcasting? Critically evaluate the role of radio as Public Service Broadcaster and also its effort to earn revenue.

(10 x 2 = 20)