

Reg. No

Name

M. A. DEGREE END SEMESTER EXAMINATION - MARCH 2020
SEMESTER 2 : MASTER OF COMMUNICATION AND JOURNALISM
COURSE : 15P2MCJT05 : MEDIA MANAGEMENT AND PRODUCTION
(For Regular - 2019 Admission & Supplementary 2018/2017/2016/2015 Admissions)

Time : Two Hours

Max. Marks: 50

Section A**Answer any 5 (2 marks each)**

1. Deficit Budget
2. Editorial Department
3. TRP
4. Asianet News
5. Satellite Television Channels
6. Fifth Estate
7. Multicolour Printing

(2 x 5 = 10)

Section B**Answer any 5 (4 marks each)**

8. Explain the POMC Managerial Model.
9. Write a note on the scope of FM radio stations in Kerala.
10. Why management is so important in small, medium and large newspapers alike?
11. Write briefly on Cable TV Regulation Act.
12. Compare and contrast the visual impact of Feature films on Big Screen (Cinema) and Small Screen (TV)
13. Discuss on the homogeneity of media content of news channels in Kerala
14. Discuss the importance of colour separation in printing process

(4 x 5 = 20)

Section C**Answer any 2 (10 marks each)**

15. Media managers have to address several demands and constant changes in the market. Discuss.
16. Do you consider the recent trend of cross media ownership and convergence in the Indian media as a positive sign of development? Elaborate why?
17. Write a brief history of printing in India.

(10 x 2 = 20)