

M. A. DEGREE END SEMESTER EXAMINATION - APRIL 2021
SEMESTER 2 : MASTER OF COMMUNICATION AND JOURNALISM
COURSE : 15P2MCJT05 : MEDIA MANAGEMENT AND PRODUCTION

(For Regular - 2020 Admission and Supplementary 2019/2018/2017/2016/2015 Admissions)

Time : Two Hours

Max. Marks: 50

PART A

Write short notes on any 5 in about 50 words (2 marks each)

1. Theory Y
2. Private companies
3. RIND.
4. ILNA
5. Public Service Broadcaster
6. Prasar Baharati Bill
7. Calcutta Chronicle

(2 x 5 = 10)

PART B

Answer any 5 in about 100 words (4 marks each)

8. What are the management skills required for a media management personnel?
9. Write a note on TRAI.
10. Fulfilling social commitments serves as an important marketing strategy. Explain with examples.
11. Write a short note on Press Registration Books Act, 1867.
12. Discuss on the monopoly of private channels in television industry of India
13. Explain the significance of Youth Programmes in All India Radio and DD with examples
14. Write a note on relevance of Desktop Publishing

(4 x 5 = 20)

PART C

Answer any 2 (10 marks each)

15. Media managers must respond to the needs of their customers. Justify the statement
16. "Ownership patterns in media houses have been rapidly changing in the recent times." Discuss
17. Discuss all the important factors in setting up a media company in terms of the following:
a) The importance of the media market b) The importance of ratings
c) The market structure criteria d) The types of market structure

(10 x 2 = 20)