Reg. No $\qquad$ Name
23P2038

# M. A. DEGREE END SEMESTER EXAMINATION : MARCH 2023 SEMESTER 2 : JOURNALISM AND MASS COMMUNICATION COURSE : 21P2MCJTO7 : MEDIA MANAGEMENT <br> (For Regular - 2022 Admission and Supplementary - 2021 Admission) 

Duration : Three Hours
Max. Weights: 30
PART A
Answer any 8 questions
Weight: 1

1. What is Scientific theory?
2. What is system theory?
3. Write a note on global media giants.
4. What is media management?
5. What is commercialization of media?
6. What is editorial policy?
7. What is monopoly?
8. What is folk culture?
9. What is DAVP?
10. What is horizontal direct investment?

## PART B

Answer any 6 questions
Weights: 2
11. Describe in detail the ecosystem in media industry.
12. How does culture influence the marketing? Explain with examples.
13. Explain the different types of media convergence.
14. Explain the functions of NRS.
15. Explain the characteristics of the management process.
16. Discuss the major functions of a circulation department.
17. Mention any two challenges for any management in relation with globalization and work force diversity.
18. What is technical convergence?

PART C
Answer any 2 questions
Weights: 5
19. Discuss about the economic and administrative concerns of governmentsupported electronic media in India.
20. Discuss the major issues and challenges faced by the media industry today.
21. Discuss the main arguments of the pluralist theory of media ownership.
22. Elaborate the differences in the types of programmes and strategies used in Radio and Television. Give examples.

OBE: Questions to Course Outcome Mapping
CO Course Outcome Description
CL Questions
Total Wt.

Cognitive Level (CL): Cr - CREATE; E - EVALUATE; An - ANALYZE; A - APPLY; U - UNDERSTAND; R - REMEMBER;

