

M. A. DEGREE END SEMESTER EXAMINATION - APRIL 2025**SEMESTER 2 : JOURNALISM AND MASS COMMUNICATION****COURSE : 24P2MCJT07 : MEDIA MANAGEMENT***(For Regular - 2024 Admission)*

Duration : Three Hours

Max. Weights: 30

PART A**Answer any 8 questions****Weight: 1**

1. What is middle management? (U)
2. What is folk culture? (U)
3. What is oligopoli? (U)
4. What is TRP? How is it important in advertisements? (An)
5. What is paid news? (U)
6. What is FDI? (U)
7. What is X & Y Theory? (U)
8. What do you mean by corporatization of media? (R)
9. Write a note on global media giants. (U)
10. What is media ownership? (U)

(1 x 8 = 8)**PART B****Answer any 6 questions****Weights: 2**

11. Explain the features of human relations theory. (An)
12. What current technologies are troubling the traditional relations of media to the audience? (U)
13. Explain the cross-media database concept of media. (An)
14. Explain the functions of RIND. (An)
15. Mention any two challenges for any management in relation with globalization and work force diversity. (An)
16. Explain the administrative theory of management. (U)
17. Discuss the major functions of a circulation department. (U)
18. What is economic convergence? (U)

(2 x 6 = 12)**PART C****Answer any 2 questions****Weights: 5**

19. Do you think digital media platforms created more participatory media environment? Evaluate. (A)
20. Discuss about the foreign investment policies in India. (An)
21. Explain the main features of 'IO model microeconomic theories'. (An)
22. Do you think privatization in media industry helps the growth of the media sector in India? Critically analyze. (An)

(5 x 2 = 10)

OBE: Questions to Course Outcome Mapping

CO	Course Outcome Description	CL	Questions	Total Wt.
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Cognitive Level (CL): Cr - CREATE; E - EVALUATE; An - ANALYZE; A - APPLY; U - UNDERSTAND; R - REMEMBER;