

M. A. DEGREE END SEMESTER EXAMINATION - APRIL 2026**SEMESTER 2 : JOURNALISM AND MASS COMMUNICATION****COURSE : 24P2MCJT07 : MEDIA MANAGEMENT***(For Regular 2025 Admission and Improvement/Supplementary 2024 Admission)*

Time : Three Hours

Max. Weights: 30

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

1. What is cost cut? (U)
2. What is DAVP? (U)
3. What is commercialization of media? (U)
4. Mention any four common characteristics of media organizations. (U)
5. What is monopolistic competition? (U)
6. What do you mean by digital culture? (R)
7. What is horizontal direct investment? (U)
8. What is media convergence? (R)
9. Write a note on Bertelsmann. (U)
10. What is Scientific theory? (U)

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

11. What is the role of ABC in media management, and how does it contribute to the transparency and accountability of media organization? (U)
12. Explain the different levels of management. (An)
13. Explain the revenue generation modes of media houses in India. (An)
14. What are the disadvantages of cross media ownership? Discuss. (An)
15. Write a note on Rupert Murdoch. (U)
16. What are the major challenges in newspaper distribution? Discuss. (U)
17. How has media changed in the "neo-network" era? (U)
18. What is the role of a film production organization in the media supply chain, and how does it interact with other stakeholders? (U)

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

19. How ownership patterns affect the editorial policy of the media organization. Discuss. (An)
20. What measures can be taken to reduce the burden of the financial department in newspaper organizations? How important is the role of the finance department head to keep the costs to minimum? (An)
21. Critically evaluate the control of media giants in the media industry. (An)
22. Discuss the issues involved in managing a media organization. (A)

(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;