

B A, BSC, BCOM DEGREE END SEMESTER EXAMINATION – MARCH 2026**UGP (HONS.) SEMESTER – 4: DISCIPLINE SPECIFIC ELECTIVE (MASS COMMUNICATION & JOURNALISM)****COURSE: 24UJMCDS207: MEDIA MANAGEMENT***(For Regular 2024 Admission)*

Time: 2 Hours

Max. Marks: 70

PART A***Explain any 5 (2 marks each)***

1. What is affiliate marketing? CO4
2. Define media economics. CO3
3. What is controlling in management? CO1
4. Who is a sleeping partner? CO2
5. What is upward communication? CO4
6. Define Cross-media ownership. CO1

(2 x 5 = 10)**PART B*****Explain any 6 (5 marks each)***

7. Discuss different patterns of media ownership with suitable examples. CO4
8. Critically examine Scientific Management theory of Frederick Winslow Taylor. ()
9. Explain the role of MIS in decision-making in media organisations. ()
10. Explain revenue models of digital media. CO3
11. Compare General Partnership and Limited Liability Partnership. CO2
12. Explain the business, legal and financial aspects of media organisations. CO4
13. Discuss the dual product market in media industry. CO4

(5 x 6 = 30)

PART C

Answer any 2 (15 marks each)

14. Examine the role of advertising in sustaining media organisations. ()
15. Define partnership and explain its different types. CO2
16. Explain the functions of management and describe its main characteristics. CO1

(15 x 2 = 30)

