

This question paper contains 2 printed pages]

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S. No. of Question Paper : 3426

Unique Paper Code : 2034001016

Name of the Paper : Media Management (GE)

Name of the Course : G.E. Journalism

Semester : I

Duration : 3 Hours

Maximum Marks : 90

(Write your Roll No. on the top immediately on receipt of this question paper.)

This question paper contains 2 parts. Both parts are compulsory.

Candidates have to answer *all* the questions in Part A and any *three* questions in Part B.

Questions in Part A carry 10 marks each and questions in Part B carry 20 marks each.

Part A

Answer all questions.

1. (a) Briefly explain manufacturing content and content management.

Or

- (b) Write a short note on TAM and TRP.

2. (a) Write a short note on Issues of Paid news.

Or

- (b) Explain the terms lobbying and pressure group influence.

3. (a) Write a short note on BBC and Circulation.

Or

- (b) Discuss legal issues in media management.

P.T.O.

Part B

Attempt any *three* questions.

4. (a) What are the principles of good management which can help in better working of media organisations ?

Or

- (b) Discuss the various characteristics of media industry.

5. (a) Why is financial management important in media industry ? Also, discuss the importance of budgeting and personal management in financial management.

Or

- (b) How have ownership patterns in the media industry changed over the period of time in India ?

6. (a) What do you understand by Human Relations School of Management ? Explain Maslow's hierarchy of needs.

Or

- (b) Discuss the functions and characteristics of management in contemporary organizations.

7. (a) What are the different market forces that affect the functioning of media organisations ?

Or

- (b) Build a strategic plan for successful media campaign.