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content, especially with regard to balancing freedom of expression with responsibility towards communities? Elucidate.

Or

(b) How has the contemporary media market evolved with the rise of international media giants and what are the implications of their dominance on local media industries and diversity of content? Discuss in detail.

7. (a) Who is Media Manager? Discuss the roles and responsibilities of Media Manager.

Or

(b) "Media management is a crucial aspect of any successful media organization." Justify the statement.

(1000)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 2914

I

Unique Paper Code : 2034002014

Name of the Paper : Media Management

Name of the Course : **(GE) Journalism**

Semester : III

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This question paper contains 2 parts. Both parts are compulsory.
3. Candidates have to answer **ALL** the questions in Part A and **ANY THREE** questions in **Part B**.
4. Questions in **Part A** carry **10** marks each and questions in **Part B** carry **20** marks each.

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PART A (3 x 10 = 30)

1. (a) What is Media Management? Discuss.

Or

- (b) Write a short note on Changing Phases of Media Management. (3×10 = 30)

2. (a) What do you understand by Media Economics? Explain in brief.

Or

- (b) Write a short note on lobbying.

3. (a) How do alternative media forums impact public opinion and influence mainstream narratives? Explain in brief.

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- (b) Write a short note on Regional Media Industry in India.

PART B (3 x 20 = 60)

4. (a) Why is management important for any organisation? Discuss the characteristics of Management.

Or

- (b) What is News and Content Management? Explain the roles and responsibilities of different person involved in Content Management.

5. (a) What do you understand by market forces? Discuss Porter's five forces that impact prices, quality and output in markets.

Or

- (b) What is Financial Management? Discuss functions of Media Manager.

6. (a) What are the key ethical and legal considerations that media organisations must address in managing

P.T.O.