

This question paper contains 3 printed pages]

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S. No. of Question Paper : 6161

Unique Paper Code : 2032183603

Name of the Paper : Media Industry and Management

Name of the Course : Bachelor of Arts (Honours) Journalism

Type of the Paper : DSC

Semester : VI

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

1. Write short notes on any two :

- (a) TAM
- (b) Defamation
- (c) Personnel Management
- (d) Community Radio.

Or

What differentiates media products from other industries ? Discuss the peculiar characteristics of media organizations.

P.T.O.

2. Discuss the emergence of independent news media outlets in India.

Or

Discuss the fundamentals of strategic management and marketing with special emphasis on news media production and dissemination.

3. Discuss personnel management especially with reference to hiring and managing of human resource in media industries.

Or

What is the role played by changing ownership patterns and market forces on content production in the media ?

Part-B

4. Write long notes on any *two* :

- (a) Fundamentals of Management
- (b) Manufacturing Consent
- (c) Paid News
- (d) Political funding of media organizations.

Or

Discuss the various management schools of thought and their applicability in the media industry.

5. Critically discuss the field of media economics and its relevance in evaluating media organizations.

Or

How has the corporatization of capital inflow in the media shaped news media organizations' production and distribution of news ?

6. Discuss the rise and popularity of regional OTT platforms vis-à-vis mainstream streaming platforms.

Or

Critically evaluate the challenges faced by the regional print media in India.

7. Discuss the rise of social media as an alternative news media platform.

Or

What are the management challenges posed by lobbying and pressure groups on media organizations ?