

13399

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OR

- (b) Media performance today is assessed using several market evaluation tools. Discuss the purpose and functioning of TAM, TRP, BARC and HITS ratings.
6. (a) Explain how a digital newsroom is organized. Discuss the roles played by editorial, technical and audience-engagement teams within it.

OR

- (b) What is meant by the Corporatization of Media? Discuss its implications for news diversity and the autonomy of editorial staff.
7. (a) The news industry in India is shifting towards digital subscriptions. Discuss the key challenges and opportunities that this shift presents.

OR

- (b) Write an essay reviewing the strategies and market expansion of global Comment on how their dominance influences the Indian media landscape.

(500)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 13399 / K

Unique Paper Code : 2034002015

Name of the Paper : Media Management

Name of the Course : B.A. (Hons.) Journalism G.E.

Semester :

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 paper has two parts: **Part A** and **Part B**. Both parts are compulsory.
3. Attempt **all** questions from **Part A** and any **three** questions from **Part B**.
4. Each question in **Part A** carries **10** marks, and each question in **Part B** carries **20** marks.

P.T.O.

PART – A

1. (a) What do you understand by Media Management? Discuss the nature and growing importance of management practices in media organizations operating in a competitive environment.

OR

- (b) Explain the main ideas of the Scientific Management School. How have its principles influenced functioning and workflow in modern media workplaces?
2. (a) Define media ownership. Describe the major patterns of ownership visible in the Indian media sector and comment on their impact on diversity of content.

OR

- (b) Discuss how budgeting is carried out in media organizations. Explain how revenue streams and expenditure planning shape the financial health of a media house.

3. (a) Describe the key responsibilities of the Marketing Department in a television or radio network. Highlight how marketing decisions influence audience outreach.

OR

- (b) Examine the human resource-related challenges faced by media professionals, especially in fast-changing news and entertainment industries.

PART – B

4. (a) Trace the major phases through which media management has evolved in India. Discuss how changes in technology and audience behaviour have shaped these phases.

OR

- (b) Discuss the Systems School of Management. How does its approach help in understanding the functioning of a modern media organization?
5. (a) What are pressure groups? Evaluate their role in shaping editorial decisions and public communication in India. Give relevant examples.