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7. (a) Discuss the challenges faced by the regional media industry in the era of niche production, with emphasis on ethical and policy-related issues.
- (b) Describe the major factors that have contributed to the rise of web media platforms in countries like India.

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 13051 K

Unique Paper Code : 2034002014

Name of the Paper : Media Management GE

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

Semester : I/III/V/VII

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. The paper is divided into two parts - **Part A** and **Part B**. Both parts are compulsory.
3. Candidates must attempt all questions in **Part A** and any **three** questions from **Part B**.
4. Each question in **Part A** carries **10** marks, while each question in **Part B** carries **20** marks.

Part-A

1. (a) Discuss the key functions and characteristics of management in contemporary media organizations.

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(b) Explain the major differences between Classical and Modern Schools of Management, highlighting their key features and approaches.

2. (a) Define Ownership in the context of the media industry. Discuss the various media ownership patterns prevalent in the Indian media sector.

OR

(b) Describe the budgeting process in a media organization, with special reference to capital inflow and outflow mechanisms.

3. (a) Explain the roles and functions of the Advertising and Circulation Departments in a newspaper organization.

OR

(b) Discuss the financial challenges faced by media entrepreneurs in the modern media industry.

Part-B

4. (a) What is Media Management? Discuss the major challenges faced by contemporary media management in today's changing environment.

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OR

(b) What do you understand by the Human Relations School of Management? Explain Maslow's Hierarchy of Needs in this context.

5. (a) Identify and discuss the market forces that influence the functioning and decision-making processes of media organizations.

OR

(b) Ethical concerns such as paid news, lobbying, and pressure groups have raised questions about the credibility of news media organizations. Elaborate and discuss with suitable examples.

6. (a) What do you understand by the concept of Manufacturing Consent? Discuss how media can act as a manufacturer of public opinion, citing relevant examples.

OR

(b) Explain the role and organizational structure of the Editorial Department in a newspaper organization.

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