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6. Design a model management strategy for an independent digital media house to achieve financial and editorial independence.

Or

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

7. Production, promotion and pricing are the three basic mantras of media management strategy. Discuss and elaborate with relevant examples.

Or

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

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1099

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Unique Paper Code : 2032183603

Name of the Paper : Media Industry and Management

Name of the Course : **Bachelor of Arts (Honours) Journalism – DSC**

Semester : VI

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

1. Write short notes on any **two** :

- (a) Media Convergence/consolidation
- (b) Manufacturing consent
- (c) Pressure groups
- (d) Budgeting in print media

Or

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

2. Explain the different ownership patterns of the newspaper industry and also outline its advantages and disadvantages.

Or

How does the entry of FDI affect the media industry? Elaborate with examples and case studies.

3. How does TAM, TRP, HITS influence the performance of the media industry and its management?

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Or

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

PART B

4. Explain the role and responsibilities of personnel management in a media organisation.

Or

What do you mean by media economics. How audience economics is associated with dual product market place?

5. What role does leadership play in media industry. Discuss in detail the different styles of leaderships.

Or

What do you understand by 'cross-media' ownership pattern in media and how does it impact the role of media?

P.T.O.