



Reg. No.:

Name :

**Fifth Semester B.A. Degree Examination, December 2018
(Career Related First Degree Programme Under CBCSS)
Group 2(a)**

**Journalism and Mass Communication and Video Production
Core Course – VIII**

**JC 1542 : MASS MEDIA MANAGEMENT
(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

I. Answer **all** questions, **each** in a **word** or a maximum of **30** words.

(10×1=10 Marks)

- 1) Who is the Chairman of Press Council of India ?
- 2) Where is the headquarters of Asianet ?
- 3) Expand TEX.
- 4) Radio Mirchi.
- 5) Expand IIMC.
- 6) Readers Editor.
- 7) Mario Garcia.
- 8) Managing Editor.
- 9) Kheda Communication Project.
- 10) Wilbur Schramm.

II. Write short notes, **each not** exceeding **60** words, on **any eight** of the following :

(8×2=16 Marks)

- 11) What is the difference between Chief Editor and Managing Editor ?
- 12) List the major recommendations of Second Press Commission.
- 13) List key departments of a newspaper organisation and their role.
- 14) Who carries out audit to verify the circulation of newspapers and periodicals ?
- 15) Who owns 'The Week' and 'Bhashaposhini' ?
- 16) Is there a need for a separate advertising department in a media organisation ?

- 17) What are the responsibilities of Readers Editor ?
- 18) 'Sales promotion of media companies, especially TV, is a difficult task'. Do you agree ?
- 19) Expand INS and explain their role.
- 20) List the different categories of film certification in the country and who issues the certificate.
- 21) How is newsprint procured by newspaper organisations ? Does government has any role in its supply ?
- 22) Do we have a wage board exclusively for non-journalists and TV personnel ?

III. Write short essays, **each not exceeding 120 words**, on **any six** of the following : **(6×4=24 Marks)**

- 23) Kuldip Nayar Committee.
- 24) How key is financial management in a media unit ?
- 25) B.G. Varghese Committee.
- 26) Does all newspapers have Resident Editors ?
- 27) List major recommendations of First Press Commission ?
- 28) 'Media Audience Research is not relevant'. Do you agree ?
- 29) Is there any difference in the FM stations of AIR and private companies ?
- 30) Describe the role of Broadcasting Content Complaints Council.
- 31) List different types of media ownership.

IV. Write long essays on **any two** of the following : **(2×15=30 Marks)**

- 32) Discuss the changing media management concepts in the country.
 - 33) Explain various principles of management.
 - 34) Does news agencies, PTI and UNI have relevance in the present world.
 - 35) Many media houses have TV channels and FM radio stations in addition to newspapers and periodicals. Discuss the ownership and management patterns practiced by the media units.
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