

# END TERM EXAMINATION

SIXTH SEMESTER [BJMC] MAY-JUNE 2018

Paper Code: BJ(MC)-302 Subject: Media Organization and Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated.

Q1 Answer **any two** questions:- (7.5x2=15)

- (a) Entrepreneurship
- (b) Human Resources Planning
- (c) Conglomerates in media
- (d) Motivation and Conflict Management

Q2 What do you mean by media management? Explain the function and principles of media management. (15)

OR

Explain the qualities and responsibilities of a leader working in media organizations in India. (15)

Q3 Differentiate between the organization structure of Doordarshan and Private News Channel with the help of diagram. (15)

OR

What do you mean by cross media ownership? Explain the various ownership patterns of media in India? (15)

Q4 What do you mean by FDI? Explain the role of FDI in media industry? (15)

OR

Explain the various steps involved in establishing a media organization? (15)

5 Answer **any two** questions:- (7.5x2=15)

- (a) Authority and Accountability of management
- (b) Economics of newspaper
- (c) Sources of Fundraising
- (d) Attitude, Personality and learning