

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3421 HC
Unique Paper Code : 11017502
Name of the Paper : Media Industry and Management
Name of the Course : B.A. (Hons.) Journalism – CBCS –
DSE – II
Semester : V
Duration : 3 Hours Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
 2. Attempt all questions.
 3. All questions carry equal marks.
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1. Distinguish between classical and modern school of management with suitable examples.

OR

1. How do you define management? Discuss the various theories used in Media Management.
2. What do you understand by content manufacturing in media industry. How do you see deviation of media industry from public service to completely business oriented?

OR

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2

How ownership patterns in media industry have changed over the period of time in India?

3. What is the importance of management in a newspaper organisation. Discuss briefly the role of different departments in newspaper organisation.

OR

Why it is important to have hierarchical system in media organisation where many other industries have moved to flat management.

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

Write short notes on any three :

- (a) Hindustan Times
- (b) TRAI
- (c) Facebook
- (d) Strategic Management
- (e) BBC
- (f) Circulation

(100)