

P.G. Semester-II Examination, 2023
Journalism and Mass Communication

Course ID : 23653

Course Code : JMC203C

Course Title : Media Management

Time : 2 Hours

Full Marks : 40

*The figures in the right-hand margin indicate marks.**Candidates are required to give their answers in their own words as far as practicable.*Answer **all** the questions.**UNIT-I**1. Answer any **one** of the following questions :

10×1=10

- a) What are the principles of effective media management? Discuss in brief the schools of thought that shape the idea of management. 5+5
- b) Discuss about the challenges of media management in this era of online media. 10
- c) Write a note on: 10
Media Economy and Indian market.

*[Turn over]***UNIT-II**2. Answer any **one** of the following questions:

10×1=10

- a) Discuss about the different types of Ownership pattern. 10
- b) What do you understand by Customer Relationship Management? 10
- c) What is the present status of FDI in media? Do you consider FDI essential for the growth of the newspaper industry in the country? 6+4

UNIT-III3. Answer any **one** of the following questions:

10×1=10

- a) Describe about the organizational structure of a television news house. 10
- b) What is the present status of FM radio in India? Discuss in brief strategies for increasing the audience for radio programmes. 6+4
- c) Write short notes on any **two** of the following: 5×2
- i) Programming Strategies for Television Programmes

- ii) Promotional Strategies for Radio Programmes
- iii) Audience Research

UNIT-IV

4. Answer any **one** of the following questions:

10×1=10

a) How does Covid 19 impact Indian media industry? 10

b) What has been the impact of Covid 19 on the Indian media industry? Do you think it has opened up more opportunities for digital media? 6+4

c) Write short notes on any **two** of the following: 5×2

i) Marketing Strategies

ii) Event Management

iii) Problems of Circulation in the present scenario.
