

MAR IVANIOS COLLEGE (AUTONOMOUS) THIRUVANANTHAPURAM

Reg. No. :....

Fifth Semester Career Related B.A. Degree Examination, November 2016 First Degree Programme under CBCSS

Core Course – VIII: (Journalism, Mass Communication & Video Production) AUJC542: Mass Media Management

Time: **3** Hours

Max. Marks: 80

Name :....

SECTION – A

Answer ALL the following, each in about one / two words or in one / two sentences.

- 1. The motto of Doordarshan is ______
- 2. Media materials that are placed inside magazines or direct mail letters are referred to as _____.
- 3. ______is used to influence the way an organization is perceived by various groups of stakeholders
- 4. Who authored the book Indian Press from Profession to Industry ?
- 5. The first broadcast of the radio play "War of the Worlds" created panic among listeners in New Jersey, USA in 1938. Who produced this play ?
- 6. IPR means _____.
- 7. Which I&B Minister banned the musical instrument Harmonium from AIR'S music programmes ?
- 8. "Satyajit Ray: The Inner Eye" is written by _____.
- 9. Name the first private Malayalam television channel.
- 10. Who is the chairman of Prasarbharati Board ?

 $(10 \times 1 = 10 \text{ Marks})$

SECTION – B

Answer any **EIGHT** questions, each in a paragraph not less than 60 words.

- 11. Centralization
- 12. Horizontal communication.

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- 13. SITE
- 14. Cross media ownership.
- 15. Event management.
- 16. Decision making.
- 17. Convergence of the media.
- 18. "Many voices, One world".
- 19. Community Radio.
- 20. PIB
- 21. Organizational behavior management .
- 22. Why is planning so important in management ?

 $(8 \times 2 = 16 \text{ Marks})$

SECTION – C

Short essay type : Answer any SIX questions, each not less than 120 words.

- 23. What is PB Act?
- 24. Write a short note on Audit Bureau of Circulation (ABC).
- 25. Explain the role of Human Resource Department in a media house.
- 26. What is annual report ?
- 27. Kuldip Nayar Committee.
- 28. Write a short note on "Mathrubhoomi".
- 29. Write a short note on the first Press Commission of India.
- 30. What is Chain Ownership?
- 31. Explain S.W.O.T analysis.

$(6 \times 4 = 24 \text{ Marks})$

SECTION – D

Long essay type : Answer any **TWO** questions, each not less than 300 words.

- 32. What is Media Management ? What are the vital steps in effective media management ?
- 33. Explain the importance of "Brand Building" for a newspaper organisation.
- 34. Cross media ownership is a threat to vibrant democracy. Analyse.
- 35. What are the three major departments of a radio station ? Briefly explain their functions.

$$(2 \times 15 = 30 \text{ Marks})$$

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