



**MAR IVANIOS COLLEGE (AUTONOMOUS)**  
**THIRUVANANTHAPURAM**

Reg. No. :.....

Name :.....

**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

**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 × 1 = 10 Marks)**

**SECTION – B**

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

11. Centralization
12. Horizontal communication.

