

ST. JOSEPH'S EVENING COLLEGE (AUTONOMOUS)
VI SEMESTER B.A. EXAMINATIONS APRIL 2018

MEDIA MANAGEMENT

Duration: 2.5 Hours

Max. Marks: 70

SECTION - A

I) Answer any TEN of the following questions. (10x2=20)

1. Cross media ownership.
2. Doordarshan.
3. Media moguls.
4. ABC.
5. Prasar Bharati.
6. FDI.
7. PIB.
8. Individual ownership.
9. DAVP.
10. Media accreditation.
11. AIR.
12. RNI.

SECTION - B

II) Answer any SIX of the following questions. (6x5=30)

13. State the role of AIR in radio channel.
14. Elucidate the difference between Individual Ownership and Partnership in media business.
15. Write a note on FDI in Print media in India. What are some of the challenges?
16. Explain the functioning of DAVP.
17. Write a note on the functioning of Doordarshan.
18. Explain PIB.
19. Explain the meaning of Media Moguls.

SECTION - C

III) Answer any TWO of the following questions. (2x10=20)

20. Elaborate on the structure of a newspaper organization with relevant functions involved. Illustrate if required.
21. Write a detailed note on the different forms of ownership with relevant examples.
22. What are some of the changing trends in the newspaper business? How has it affected newspaper readers?