

M.A DEGREE EXAMINATION, MARCH/APRIL 2016

SECOND SEMESTER

Journalism & Mass Communication
Paper –III MEDIA MANAGEMENT

21063-OR

(No additional sheet will be supplied)

Time: 3 Hours

Max. Marks: 75

PART – A (5 x 3 =15 marks)

Answer any FIVE questions.

Each answer carries THREE (3) marks.

Each answer should not-exceed One (1) page

1. Circulation department
2. Advertising agency
3. First Press Commission
4. DTH
5. Prasara Bharathi
6. Wage board
7. News and Views
8. Cable TV

PART – B (4x 15 =60 marks)

Answer ALL questions.

Each answer carries FIFTEEN (15) marks.

Each answer should not-exceed SIX (6) pages

9. Explain different types of media organizations and its importance.
(OR)
10. Explain different types of newspaper ownership with relevant examples.
11. What are the functions of press council of India?
(OR)
12. Discuss in detail the recommendation of the second press commission.
13. How does the print media industry work in terms of costs and revenues?
(OR)
14. Explain the procedure for registration of a newspaper.
15. Discuss the origin and growth of broadcasting media in India.
(OR)
16. How can an advertising manager evaluate the effectiveness of a firms advertising.