

Exam. Code : 113404

Subject Code : 3970

Bachelor of Vocation (Journalism & Media)

4th Semester

MEDIA MANAGEMENT

Paper-I

Time Allowed—2 Hours] [Maximum Marks—50

Note :— There are **Eight** questions of equal marks. Candidates are required to attempt any **Four** questions.

1. Write a note on principles and need for management in Media Organisations.
2. Define Management. Explain in detail functions of management.
3. Write a note on principles of Media Management.
4. Define Media Management. What is its significance in journalism ?
5. "Media as an Industry and Profession". Comment.
6. What is Print Media ? What all patterns are implemented in Print Media Organisations ?
7. What is the duty of :
 - (a) Printing and Circulation Department
 - (b) Editorial Department and Advertising Department
8. What are the sources of revenue for newspaper organisations ?

10861(2721)/II-6447

Exam. Code : 113404

Subject Code : 3970

Bachelor of Vocation (Journalism & Media)

4th Semester

MEDIA MANAGEMENT

Paper-I

Time Allowed—2 Hours] [Maximum Marks—50

Note :— There are **Eight** questions of equal marks. Candidates are required to attempt any **Four** questions.

1. Write a note on principles and need for management in Media Organisations.
2. Define Management. Explain in detail functions of management.
3. Write a note on principles of Media Management.
4. Define Media Management. What is its significance in journalism ?
5. "Media as an Industry and Profession". Comment.
6. What is Print Media ? What all patterns are implemented in Print Media Organisations ?
7. What is the duty of :
 - (a) Printing and Circulation Department
 - (b) Editorial Department and Advertising Department
8. What are the sources of revenue for newspaper organisations ?

10861(2721)/II-6447