

Sr.No.10863

Exam.Code: 113404

Subject Code: 3815

Bachelor of Vocation (Journalism & Media) - 4th Semester
(Batch 2020-23)
(2522)

Paper-I: Media Management

Time Allowed: 3hrs.

Max. Marks: 50

Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section. Each question carries 10 marks.

Section A

- 1) What is Management? Explain its principles in detail.
- 2) Write in detail different functions of management.

Section B

- 3) Define Media Management. Explain its concept in detail.
- 4) Explain principles of Media Management.

Section C

- 5) Comment on "Media as an Industry and Profession".
- 6) Write a note on organizational patterns of print media.

Section D

- 7) Mention all the sources of revenue of newspapers.
- 8) What are the functions of:-
 - (a) Editorial Department
 - (b) Printing Department

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