

Exam. Code : 217802

Subject Code : 5081

M.A. Journalism & Mass Communication

2nd Semester

MEDIA MANAGEMENT

Paper-II

Time Allowed—3 Hours]

[Maximum Marks—75

Note :— Each section consists of **TWO** questions carrying **15** marks each. Candidates have to attempt **FIVE** questions in all, with at least **ONE** question from each section and **fifth** question could be done from any section.

SECTION—A

1. In 21st Century Media has become an industry. Comment.
2. Explain :
 - (a) DAVP
 - (b) ABC
 - (c) INS

SECTION—B

1. Write a note on editorial response system in newspaper management.
2. Name and explain different types of organizational ownerships.

SECTION—C

1. How strategic media scheduling can bring profits to media organizations ?
2. Explain the role of budgeting in effective media management.

SECTION—D

1. Name and explain various market survey techniques.
2. Explain various strategies of expanding and maintaining customer relations.