

7. Maintaining good customer relations are pivotal for the organizational development. Comment.

8. Why surveys are essential for organizational marketing ?

Exam. Code : 217802

Subject Code : 5707

M.A. Journalism & Mass Communication 2nd Semester
MEDIA MANAGEMENT
Paper-II

Time Allowed—2 Hours]

[Maximum Marks—75

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

1. Explain various functions and principles of media management.
2. Write a note on the importance of media management in digital era.
3. Name and explain various types of media ownership pattern.
4. Write a note on the changing role of editorial staff in the era of online journalism.
5. Explain personal management.
6. Write a note on the importance of budgeting in a media organization.