

Exam. Code : 217802

Subject Code : 5592

M.A. Journalism & Mass Communication 2nd Sem.

(Batch 2021-23)

MEDIA MANAGEMENT

Paper—II

Time Allowed—3 Hours] [Maximum Marks—75

Note :—Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The **fifth** question may be attempted from any section. All questions carry equal marks.

SECTION—A

1. What is Media Management ? Write a note on the impact of 'Media as an Industry' on the society.
2. Write a note on various marketing strategies required to establish a product as a brand.

SECTION—B

3. Write a note on the changing role of editorial staff in the age of digital media.
4. Explain the following :
 - (a) Trust
 - (b) Vertical ownership
 - (c) Partnership.

SECTION—C

5. Write a note on the importance of personal management for the smooth working of a media organization.
6. Explain the following :
 - (a) Budgeting
 - (b) Media scheduling
 - (c) Record keeping.

SECTION—D

7. Explain various promotional market survey techniques used by media organizations.
8. What is employee/employer relationship ? Write a note on various elements required to build strong employee/employer relationship.