



**Section B -**

**Each question in this Section carries eight marks.**

**8x5=40**

Q 2) Do you think media industry should be operated differently from any other industry? Why?

Or

*What is organisational behaviour? How does it help to manage media?*

Q 3) What is a budget? How it is difficult to do budgeting for media?

Or

Explain Economics of Scale and Economics of Scope.

Q 4) Is it possible to maintain objectivity by media owners? Discuss.

Or

Make a flow chart of organisational structure of any media house.

Q 5) Explain Horizontal and Vertical Expansions with example.

Or

Write a note on recent mergers and acquisitions in media industry.

Q 6) What do you understand by Monopoly, Duopoly and Oligopoly in Media Industry?

Or

Write a note on TRAI's recommendations for Cross Media Ownership.

**Section C- Answer any three questions.**

**Each question in this Section carries fifteen marks.**

**15x3=45**

Q 7) Give an overview of concept and theories of management.

Q 8) What do you understand by convergence in media economics? How does media firms gain profit due to convergence?

Q 9) Explain various ownership patterns in media and their advantages.

Q 10) What are the benefits of expansions in media? Do you think media industry should go for expansions? Why?

Q 11) Should concentration of media be regulated? What should be their mode of regulation?