End Semester Examination, 2016 Department of Mass Communication and New Media Central University of Jammu

Course No: PGMCNM2E001T

ix)

SET I

Title: Media Management

Max. Marks: 100 Marks		1	Max. Time: 3 hours
Section A- Each part of this question carries one		e and half marks.	1.5×10=15
Q1) Encircle the	e correct answer.		
i) Who described an	important function of media	is 'transmitting the culture	e of a society'?
a) Laswell	b) Abraham Maslow	c) Lavine and Wackman	d) Drucker
ii) The earliest schoo	ol of management was called.		
a) Human Resource School of Management		b) Classical School of Management	
c) Modern Approaches to Management		d) Systems Approach to Management	
iii) The Heads of All I	ndia Radio or Doordarshan a	are called	
a) Chairperson	b) Editor-in-Chief	c) Director General	d) Chief Executive Officer
iv) Which media is ca	lled "High volume, low marg	gin business"?	
a) Television	b) Radio	c) Out-of-Home Media	d) Newspapers
v) Which of the follow	vings claim the largest chunl	k of a newspaper's budget	?
a) Newsprints	b) Consumables	c) Staffing cost	d) Equipments
vi) Which of the follow	ving types of ownership has	maximum numbers of n	ewspapers?
a) Partnerships	b) Individual ownership	c) Joint Stock Compani	es d) Trusts
vii) Who is the present	owner of Network 18?		
a) Anil Ambani	b) Ratan Tata	c) Mukesh Ambani	d) Subhash Chandra
viii) 'The Hindu' newspa	aper is having which type	of ownership?	
a) Individual	b) Trusts & Societies	c) Joint Stock Compan	ies d) Firm or Partnership
x) Which of the following	ng radio has been acquire	d by Dainik Jagaran Gro	oup?
a) Radio City	b) Red FM	c) Big FM	d) Radio Mirchi
x) What is the full form	n of TRAI?		
a) Telephone Regulation Autonomy of India		b) Telecom Regulatory Authority of India	
c) Telephone Regulatory Association of India		d) Telecom Regulation Autonomy of India	

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

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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?