

M.A. DEGREE EXAMINATION, APRIL 2020
II Year IV Semester
Media Organization And Management

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. DAVP
2. AIR
3. Space Selling
4. Strategic Management.
5. RNI
6. Vertical Ownership.
7. Governance
8. Popular culture.
9. TRP
10. Market economy.
11. Mass culture
12. HR department

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. Mention the difference between individual behaviour and group behaviour.
14. Write about the programming strategies of television channels?
15. What are the aspects to be included while doing project planning?
16. Explain the relationship between supplier and buyer in media industry.
17. Examine the legal issues involved in media management.
18. Describe Greiner's evolution - revolution growth model for organisations.
19. Discuss the process involved in audience rating.

Section C ($3 \times 10 = 30$) Marks

Answer any **THREE** questions

20. Discuss the major issues concerned with the media organisational structure and design.
21. Explain the role of management in safeguarding the freedom of press.
22. Explain in detail about the project management in media.
23. Describe the characteristics of Indian media industry?
24. Explain about IPR (Intellectual Property Rights).

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