

B.Sc. DEGREE EXAMINATION, EVEN SEMESTER 2021
III Year VI Semester
Media Organisation and Management

Max.marks :25

Answer any **FIVE** questions (5 × 5 = 25) Marks

1. Elucidate the Function & Principle of good management?
2. Illustrate and explain the Newspaper Organization Ownership patterns in India?
3. Elaborate in short, 'Media industry as the manufactures of content.'
4. Explain market position of performance evolution (TAM, TRS & HITS)?
5. Describe any 3 legal and ethical issues faced by media industry in India?
6. Clarify Greiner's Development Model of a company.
7. Describe the limitations in ownership of media by private/individuals in detail?