

This question paper contains 2 printed pages]

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S. No. of Question Paper : 7395

Unique Paper Code : 1011502

F-7

Name of the Paper : Media Industry and Management

Name of the Course : B.A. (Hons.) Journalism and Mass Communication

Semester : V

Duration : 3 Hours

Maximum Marks : 75

(Write your Roll No. on the top immediately on receipt of this question paper.)

Attempt only *one* from each Section.

All questions carry equal marks.

1. 'The lines between the Fourth Estate and the Real Estate are blurring.' Explain in relation to P. Sainath's criticism of contemporary media scenario in India. 15

Or

What is management ? Explain its process and principles.

2. What is the vertical integration model of business ownership ? How is it affecting media industry and its growth ? 15

Or

How does the entry of FDI affect the media industry ? Elaborate with examples and case studies.

P.T.O.

3. How does TAM, TRP, HITS influence the performance of the media industry and its management ? 15

Or

Write short notes on any *three* of the following : 3×5=15

- (a) Media credibility
 - (b) Oligopoly in media industry
 - (c) 4P's of management
 - (d) DTH
 - (e) Media convergence/consolidation
 - (f) Esprit De Corps.
4. What do you understand by 'cross-media' ownership pattern in media and how does it impact the role of media ? 15

Or

Production, promotion and pricing are the *three* basic mantras of media management strategy. Discuss and elaborate with relevant examples.

5. What are the qualities of good media manager ? Substantiate your answer using a successful media organisation. 15

Or

How do government policies interfere in the functioning of private media enterprises ?