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R – 7036

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, June 2023

First Degree Programme Under CBCSS

Double Main Programme

English And Media Studies

Core Course

ENM 1642 – MASS MEDIA MANAGEMENT

(2020 Admission)

Time : 3 Hours

Max. Marks : 80

I. Answer **all** the ten questions, each one in one or two sentences:

1. RNI is _____.
2. In which year PCI was formed?
3. Who put forward the acceptance theory of authority?
4. Expand TRP.
5. Who is the present minister of information and Broadcasting?
6. PTI stands for _____.
7. The same media company owns numerous outlets in a single medium is called _____.
8. Who stated the 14 principles of Management?
9. What is PIB?
10. Who put forward the theory of bureaucracy?

(10 × 1 = 10 Marks)

P.T.O.



II. Answer any **eight** of the following, each one not exceeding **60** words:

11. Elton Mayo
12. Solo Proprietorship
13. Reuters
14. Kuldeep Nayar committee
15. Editorial department
16. Role of Press. Council of India
17. Mary Parker Follet
18. Printing department
19. Broadcast license
20. Media promotion
21. Small newspapers
22. Public service broadcasting

(8 × 2 = 16 Marks)

III. Answer any **six** of the following, each one not exceeding **120** words.

23. Enumerate the functions of Press Council of India.
24. Explain the importance of Human resource development in newspaper organization.
25. Write in detail the press and registration book act in 1867.
26. Explain cross media ownership in the era of globalization.
27. Briefly explain the four basic principles of management.
28. Explain the role of an editorial department in a newspaper organization.
29. What are the advantages of family owned media companies?



30. Comment on the phases of brand management in media industry.
31. Explain your view points about the importance of media management

(6 × 4 = 24 Marks)

IV. Write essays on any **two** of the following, each one not exceeding **500** words:

32. What type of ownership pattern is best suited for today's media organizations? Explain your view points.
33. Explain the ways of media management by applying Henry Fayol's principles.
34. Explain the various types of newspaper ownerships with suitable examples.
35. Explain the sources of revenue generation for a newspaper organization.

(2 × 15 = 30 Marks)



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