

QP CODE: 25020862



Reg No : .....

Name : .....

**B.A DEGREE (CBCS) REGULAR / REAPPEARANCE / MERCY CHANCE  
EXAMINATIONS, FEBRUARY 2025**

**Sixth Semester**

B.A Political Science Model II Mass Communication and Journalism

**VOCATIONAL COURSE - PS6VOT07 - MEDIA MANAGEMENT**

2017 Admission Onwards

8110F52F

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Distinguish between Print media and Broadcast media.
2. Explain the term planning in management.
3. Discuss the term standardisation in management.
4. What is a Tabloid Newspaper?
5. Explain the duties of Circulation Manager.
6. Define editorial feature.
7. Discuss about All India Radio.
8. Discuss about Kairali Channel.
9. Explain the term cultural homogenisation.
10. Write note on News Desk.
11. Explain the term on-demand publishing.
12. Write short note on Google News.

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Discuss briefly about the relevance of management in an organisation.





14. Discuss about the different levels of organisational growth.
15. Explain the concept of Corporate Social Responsibility.
16. Discuss the role of Managing Editor in a Newspaper.
17. Discuss about the ethical aspects of concentration of media ownership.
18. Discuss about the Malayala Manorama ownership.
19. Discuss about the editorial department of a newspaper.
20. Discuss about the role of Sub Editor.
21. Discuss briefly the functioning of a Newsroom.

(6×5=30)

**Part C**

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain why market opportunity analysis is important for any business.
23. Critically evaluate the challenges faced by the Newspaper industry in India.
24. Examine the factors affecting the operational freedom of Newspapers.
25. Critically evaluate the role of effective Newsroom management in a Media firm.

(2×15=30)

