



25019896

QP CODE: 25019896

Reg No :

Name :

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

Fourth Semester

B.A English Language and Literature Model II Journalism

**Vocational Course - EN4VOT09 - MEDIA MANAGEMENT AND INTRODUCTION TO
INFORMATION TECHNOLOGY**

2017 Admission Onwards

428ED598

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Explain the activities that constitute the management process.
2. Define the principle of specialization in management.
3. Explain the factors that distinguish media business from other industries.
4. Explain production cost of a newspaper.
5. Define readership.
6. Explain frequency mapping method.
7. Define programming language.
8. Define bluetooth.
9. Explain the DOS command 'cls'.
10. Discuss the 'format painter' function in MS Word.
11. Give examples for applications used for video conferencing.
12. Define URL.

(10×2=20)

Part B

*Answer any **six** questions.*

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





13. Discuss contemporary theoretical approaches in management studies.
14. Describe the role of key editorial executives in a newspaper.
15. Distinguish between public limited and private limited company.
16. Explain the role of software producing firms in broadcasting industry.
17. Discuss the different generations of computers.
18. Distinguish between impact and non impact printers.
19. Discuss the features of any one page designing software.
20. Explain the role of multimedia in the field of science and technology.
21. Distinguish static and dynamic websites.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Critically appraise the impact of circulation promotion strategies of newspapers on healthy journalism.
23. Present trends in media ownership will eventually endanger press freedom. Analyse.
24. Discuss the main features of Windows 10 operating system.
25. Interpret the role of internet in India's development.

(2×15=30)

