



QP CODE: 24001104

Reg No :

Name :

B.A DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, MARCH 2024

Sixth Semester

B.A Political Science Model II Mass Communication and Journalism

VOCATIONAL COURSE - PS6VOT07 - MEDIA MANAGEMENT

2017 Admission Onwards

EF6F0324

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Compare Internet with traditional media.
2. Explain the term media audit.
3. Explain the term demographic information.
4. Define the concept online editions.
5. Explain the responsibilities of Printing department.
6. Write short note on Bennett Coleman & Co. Ltd.
7. Define editorial feature.
8. Write short note on Radio Mango.
9. Explain the term cultural homogenisation.
10. Explain the term prime time debate.
11. Write note on Correspondents.
12. Write a note on overseas news bureaus.

(10×2=20)

Part B

*Answer any **six** questions.*

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





13. Explain the ethical aspects of management.
14. Explain the term Marketing strategy.
15. Discuss the role of Editorial department.
16. Discuss the functions of Advertising department in a Newspaper.
17. Discuss about Authoritarian Theory.
18. Examine the ownership pattern of Mathrubhoomi Newspaper.
19. Discuss about the wire service in a Newsroom.
20. Explain how a Newsroom is managed efficiently by the chief editor.
21. Discuss about the modern tools of Newsroom management.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Discuss in detail the principles of management.
23. Discuss in detail about the Newspaper market in India.
24. Discuss in detail about the sources of income of Television Channels.
25. Explain in detail the organisational structure of Newsroom in a Newspaper.

(2×15=30)

