



QP CODE: 24018789



24018789

Reg No :

Name :

M A DEGREE (CSS) EXAMINATION , APRIL 2024

Second Semester

Master of Arts in Journalism and Mass Communication

CORE - JM010203 - MEDIA MANAGEMENT

2019 Admission Onwards

52B51EE3

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

Weight 1 each.

1. Explain the advantages private and public limited companies.
2. Define crisis of leadership in Greiner's model.
3. Explain the operating cost.
4. Explain TAM.
5. Explain Editors Guild.
6. Explain the managerial structure of a Surya TV.
7. Explain the importance Doordarshan in India.
8. Explain the importance of laser printers.
9. Define the relationship between media and culture.
10. Explain the benefits of employees participation in management.

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

Weight 2 each.

11. Explain the approaches to Total Quality Management.
12. Explain the problems faced by large newspapers.
13. Explain the various campaign strategies for sales in media organisations.
14. Explain the production problems faced by large newspapers.





15. Sketch the hierarchical structure of AIR.
16. Explain the functions of PRO in Media management.
17. Explain the importance of Travancore Government Press.
18. Explain the methods of employee performance evaluation.

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

*Weight **5** each.*

19. Explain the trends in modern management.
20. Human resources are the people who make up the work force of an organization. Elucidate.
21. Explain the economic concerns of government supported electronic media's in India.
22. Define the techniques that can be used to increase employee morale.

(2×5=10 weightage)

