

D 31034

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Name.....

Reg. No.....

**THIRD SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, NOVEMBER 2022**

(CBCSS)

Journalism and Mass Communication

MCJ3C04—MEDIA MANAGEMENT AND ENTREPRENEURSHIP

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

I. Write short notes on any *four* of the following. Each question carries 2 weightage :

- 1 Angel investor.
- 2 Newscaster.
- 3 Mark Zukenberg.
- 4 Personnel management.
- 5 Jingle.
- 6 AINEC.
- 7 Floor manager.

(4 × 2 = 8 weightage)

II. Write short essays on any *four* of the following. Each answer carries 3 weightage :

- 8 Describe media consumer behavior. How do we study this behaviour ?
- 9 Sketch the organizational structure of a television channel.
- 10 Trace the essential qualities of a social media manager.
- 11 What are the issues involved in access and reach of media in India ? Also mention the managerial steps that can be taken to solve the issues.
- 12 Explain the new trends in digital media industry in India.
- 13 Mention the role of editor as management personnel in a media house with suitable examples.
- 14 Write note on media selection and research in advertising management.

(4 × 3 = 12 weightage)

**Turn over**

III. Write long essays on any *two* of the following. Each answer carries 5 weightage :

- 15 Elaborate the issues faced by media organization in the recent times with suitable examples or case study.
- 16 Mention the kind of organizational level decisions required to smoothly run a media business. Sketch decision making under risk, conflict and competition.
- 17 Discuss the co-ordination of various functions of print media as well as electronic media houses and mention the challenges in both media.
- 18 Autonomy of media is essential. Do you think it can help the growth and success of media industry?

(2 × 5 = 10 weightage)