



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL

B.A. Honours 6th Semester Examination, 2023

CC13-MASS COMMUNICATION AND JOURNALISM

MEDIA INDUSTRY AND MANAGEMENT

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any four questions

3×4 = 12

1. Briefly state what is media management.
2. State any three functions of management.
3. What is a media organization?
4. State any three theories of management.
5. What is 'scheduling' in media production?
6. Write a note on PSB.

GROUP-B

Answer any four questions

6×4 = 24

7. Write a note on crisis management and how the media can engage in damage saving exercise.
8. What do you mean by media convergence? Explain clearly.
9. What is media selection or media planning?
10. What is Audience Research Analysis?
11. What are the five factors in media marketing?
12. Do you think the Print media industry is under threat due to the increasing popularity of digital media? Give sound reasons to support your point of view.

GROUP-C

Answer any two questions

12×2 = 24

13. Explain the nature of global media ownership mentioning the major media companies dominating the market.
14. Explain the organizational structure of a radio station.
15. What is media economics? What is its role in media management?
16. Discuss the major principles of management.

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