



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL
B.A. Honours 6th Semester Examination, 2022

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. What is FDI?
2. What is cross media ownership?
3. Explain briefly about Media economics.
4. What do you understand by Manufacturing consent?
5. Name any three major revenue sources for a daily newspaper.
6. Who is a media manager?

GROUP-B

Answer any four questions

6×4 = 24

7. Briefly explain BARC.
8. What are the basic principles of management?
9. Comment on the main sources of revenue of a YouTube channel.
10. Elucidate the role, qualities and functions of media managers.
11. Explain in detail the organizational setup of a TV news channel.
12. Comment on each of the following:
 - (a) Conglomerate ownership
 - (b) Vertical integration.

GROUP-C

Answer any two questions

12×2 = 24

13. What is management? Explain the growth of media management in India.
14. Explain the organizational setup of a daily newspaper in India.
15. What is TRP? How are they effective? What are the ways in which TRP is measured?
16. Explain the changing patterns of media ownership in India.

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