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MJM-025

**M. A. in Journalism and
Mass Communication (MAJMC)
Term-End Examination
December, 2018**

MJM-025 : MEDIA MANAGEMENT

Time : 3 Hours

Maximum Marks : 60

Note : Attempt any *five* questions. All questions carry equal marks.

1. Describe the business model of a Digital News Media Organisation.
2. Discuss the different ownership patterns in a news organisation, with example. In your opinion which is the best ownership pattern and why ?
3. Write short notes on any *four* of the following :
 - (a) Indian Readership Survey (IRS)
 - (b) Television Audience Measurement (TAM)
 - (c) Supplements of Newspapers
 - (d) FM Frequency Ownership
 - (e) Feedback of Audience in Media
 - (f) Community Radio Stations

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4. What are the different financing options available to film makers these days ? Discuss the journey from private moneylenders to conglomerate partnerships for film production.
5. What is the extent of Foreign Direct Investments (FDI) allowed in the Indian Media ? What is the rationale behind it and what are the reservations against it ?
6. Fulfilling Social Commitments serves as an important marketing strategy. Explain with examples with reference to CSR.