

**M.A. IN JOURNALISM AND  
MASS COMMUNICATION (MAJMC)**

00533 **Term-End Examination**

**June, 2019**

**MJM-025 : MEDIA MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 60*

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

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1. "FDI is a great boost in technology innovation, but can endanger editorial control." Comment in the context of merits and demerits of FDI in print media.
2. What tactics are employed by newspapers to boost their finances ? In your opinion, are advertorials justified in today's commercial consideration ? Argue.
3. Media houses also need to indulge in branding themselves to survive competition. What are the branding techniques used by different media organisations ?

4. What is cross-media ownership ? How is it different in different countries ?
  5. Explain the organisational structure of a newspaper house with special reference to Advertising and Circulation Department.
  6. What are the various revenue models being used by online media ? In your opinion, which is the most suitable one ?
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