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EMPM-401

**M. A. in Electronic Media Production
and Management (MA-EMPM)
Term-End Examination
December, 2018**

EMPM-401 : MEDIA MANAGEMENT

Time : 3 Hours

Maximum Marks : 60

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

1. What is the ethical standard considered important for advertising on Television ? Draw up a code of ethics for Indian TV commercials.
2. 'The public today is no longer a homogeneous whole.' What's your opinion ? Discuss the importance of public relations for a TV organisation.
3. 'TV serials are projecting changes in contemporary urban social lives.' State your arguments in favour of or against this statement.
4. Briefly discuss the elements that can enhance the popularity of a radio channel.

(A-3) P. T. O.

5. Does editorial freedom actually exist in today's competitive market driven environment ? What can be the role of management in safeguarding it ?
6. What are the various revenue models being used over the internet ? Which in your opinion is the most suitable one ?