VI Semester B.A. Examination, May 2017  
(CBCS) (Fresh) (2016-17 and Onwards)  
JOURNALISM (Paper – 7)  
Media Management

Time: 3 Hours  
Max. Marks: 100

Instructions:  
1) Answer all the Parts.  
2) Answer should be written completely either in English or Kannada.

PART – A

I. Write short notes on any five.  
(5x5=25)

1) Copy Right Act.  
2) Editorial department.  
3) ABC.  
4) Promotion department.  
5) Public relations for newspaper organisation.  
6) Chandana.  
7) FM Radio.
PART - B

II. Answer any three of the following.

1) List out the problems and prospects of media industry in India.

2) Explain the importance of news agencies.

3) State the recent trends in broadcast management.

4) Elucidate the organisational structure of a newspaper.

5) Discuss the problems faced by the small newspapers.

PART - C

III. Answer any three.

1) Describe the newspaper ownership pattern.

2) Explain the procedure involved in starting a newspaper.

3) Explain the various departments in a big daily newspaper and state their functions.

4) Write your opinion on impact of global media in India.

5) Examine the status of Radio in India.
VI Semester B.A. Examination, May 2017
(Semester Scheme)
(Repeaters) (Prior to 2016 – 17) (2013 – 14 & Onwards)
JOURNALISM – VII
Media Management

Time: 3 Hours
Max. Marks: 100

Instructions: 1) Answer all the Parts.
2) Answer should be completely either in Kannada or English.

PART – A

I. Write short notes on any five:

1) Circulation Department.

2) ABC.

3) Raiters.

4) FDI.

5) F.M. Radio.

6) RNI.

7) Press Council of India.

(5x5=25)

P.T.O.
PART - B

II. Answer any three of the following:

1) Explain the various types of Newspaper Organisation.
2) Explain the types of newspaper ownership in India.
3) Explain the functions of News agencies.
4) Describe the recent trends in radio broadcasting in India.
5) Explain the organisational structure of Doordarshan.

PART - C

III. Answer any three of the following:

1) Explain the various stages involved in starting of a Newspaper.
2) Explain the principles of Newspaper business.
3) Explain the impact of private TV channels on society.
4) Discuss the problems and prospects of newspaper industry in India.
5) Describe the effects of global media competition on Indian media.