VI Semester B.A. Examination, May/June 2018
(CBCS) (F+R) (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 in English or Kannada.

PART – A

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

1. Promotion.

2. Public relations for newspaper organisation.

3. ABC.


5. Prajavani.


7. Times Now.

P.T.O.
PART - B

Answer any three of the following. (3×10=30)

1. Discuss the problems faced by the small newspaper.
2. Explain the organisational structure of a radio station.
3. Elaborate the various stages involved in starting of a T.V. channel.
4. Explain the types of newspaper ownership in India.
5. Explain the principles of newspaper business.

PART - C

Answer any three. (3×15=45)

1. Explain the types of newspaper organisation in India.
2. Elaborate the various stages involved in the starting of a newspaper.
3. Sketch the organisational structure of a T.V. studio.
4. Discuss the problems and prospects of newspaper industry in India.
5. Describe your learning experience during the media visit.
VI Semester B.A. Examination, May/June 2018
(Semester Scheme) (Repeaters) (Prior to 2016-17) (2013-14 and 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 : (5x5=25)

1) Promotion department.
2) A.B.C.
3) Prasar Bharti.
4) Editorial department.
5) F.D.I.
6) Supplements.
7) R.N.I.

PART – B

II. Answer any three of the following : (10x3=30)

1) Elucidate the principles of Newspaper business.

P.T.O.
2) Discuss the organisational structure of a newspaper.

3) Explain the status of television in India.

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

5) Explain the types of newspaper ownership in India.

PART - C

III. Answer any three of the following: (15x3=45)

1) Discuss the various stages involved in starting of newspaper.

2) Discuss the problems faced by the small newspapers in India.

3) What are the recent trends in broadcasting management?

4) Describe the importance of public relations in newspaper organisation.

5) Discuss the functions of any two news agencies.
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.  
(5×5=25)

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

P.T.O.
II. Answer any three of the following. (3x10=30)

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.

III. Answer any three. (3x15=45)

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: (5x5=25)

1) Circulation Department.
2) ABC.
3) Raiters.
4) FDI.
5) F.M. Radio.
6) RNI.
7) Press Council of India.

P.T.O.
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.

(10×3=30)

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.

(15×3=45)