



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS / BMS(H) / SEM-5 / MMS-501 / 2012-13**

**2012**

**MEDIA MANAGEMENT**

*Time Allotted : 3 Hours*

*Full Marks : 70*

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

**GROUP – A**

**( Multiple Choice Type Questions )**

1. Choose the correct alternatives for the following :  $10 \times 1 = 10$

- i) Media Mughal Rupert Murdoch is an
  - a) Australian
  - b) Englishman
  - c) American
  - d) None of them.
- ii) Which event gave rise to the Private Television Channel in India ?
  - a) Kargil War
  - b) Gulf War
  - c) Second World War
  - d) Tsunami.



- iii) What is the full form of DTH ?
  - a) Direct to Home
  - b) Dish TV
  - c) Department of Honorary
  - d) Digital to Home.
- iv) Hindustan Times is owned by
  - a) Bennet and Coleman
  - b) Birlas
  - c) Ambanis
  - d) Goenkas.
- v) How many types of media ownership are present ?
  - a) 7
  - b) 4
  - c) 8
  - d) 9
- vi) Foreign direct investment in print media is allowed up to
  - a) 29 %
  - b) 56 %
  - c) 26 %
  - d) 45 %.
- vii) The full form of NDTV is
  - a) New Delhi Television Ltd
  - b) Noel and Dickers Television Ltd
  - c) News Department of Television
  - d) None of these.
- viii) Life OK is a channel of
  - a) STAR Group
  - b) Sony Viacom
  - c) ZEE Group
  - d) TV 18 Group.



- ix) Friends FM is owned by
- a) Tata
  - b) Birla
  - c) Reliance
  - d) ABP Group.
- x) Rupert Murdoch is associated with
- a) Ananda Bazar Patrika    b) Walt Disney
  - c) News Corporation        d) Magna Publishing.

**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.         $3 \times 5 = 15$

- 2. Define X and Y theory of motivation.
- 3. Draw a chart of the organizational structure of AIR and explain in brief.
- 4. Write a brief note on the Film Wing of Ministry of Information and Broadcasting and different bodies under it.
- 5. Define PODCORB.
- 6. Discuss the need of Broadcasting Bill in the current Indian Media Scenario.



**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following.  $3 \times 15 = 45$

7. Monopolistic tendencies are a common phenomenon in today's Indian media organization. Comment.
  8. Write a detailed note on Cable TV Network Regulations Act along with definitions and regulations provided under this act.  $5 + 5 + 5$
  9. Despite several recommendations, it took more than three decades for Prasar Bharti Board to come into existence. Explain. Also enumerate the objectives of Prasar Bharti Act.  $7 + 8$
  10. Elaborate on the Fayol's principles of management.
  11. What are the different departments in a media house ? Elaborate on the functions of editorial and circulation department.  $5 + 10$
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