



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS / BMS(H) / SEM-5 / MMS-501 / 2011-12**

**2011**

**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 × 1 = 10

- i) PIB stands for
  - a) Press Information Bureau
  - b) Press Investigation Bureau
  - c) Prominent Indian Batch
  - d) Personalised Intelligence Bureau.
- ii) 'The Pioneer' is a
  - a) News Agency
  - b) Newspaper
  - c) Tabloid
  - d) Ad Agency.
- iii) The Highest Chair in Doordarshan Directorate is
  - a) Director
  - b) Director General
  - c) Secretary
  - d) General Manager.



- iv) Which channel first presented war as a packaged product for viewers ?
  - a) BBC
  - b) CNN
  - c) Star News
  - d) Fox News.
- v) Film festivals for documentary, short and animation films are organized by
  - a) Central Board of Film Certification
  - b) Directorate of Film Festival
  - c) National Film Development Corporation
  - d) Film Division.
- vi) Subhash Chandra is the owner of
  - a) Star Group
  - b) Zee Group
  - c) Discovery
  - d) CNN.
- vii) The percentage of Foreign direct media in news channel is
  - a) 70%
  - b) 25%
  - c) 26%
  - d) 55%.
- viii) UNI is the name of a / an
  - a) News Agency
  - b) Advertising Agency
  - c) Satellite Agency
  - d) Newspaper.
- ix) Which is the largest media conglomerate in the world ?
  - a) Walt Disney
  - b) News Corp
  - c) Time Warner
  - d) GE.
- x) Rajdeep Sardesai is associated with which television channel ?
  - a) Times Now
  - b) CNN-IBN
  - c) Headlines Today
  - d) Star News.

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**GROUP – B**

**( Short Answer Type Questions )**

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

2. Briefly indicate the advantages of DTH.
3. 'Popularity of TV channels has overtaken Print Media.' Explain in short.
4. 'Advertisement Department of a Media house is the Lifeline.' Do you agree ? Give reasons.
5. 'Community Radio must focus on local area to ensure economic development.' Comment.
6. What are the basic regulations defined under the Cable Television ( Regulations ) Act, 1995 ?
7. Define the role of planning in media house.

**GROUP – C**

**( Long Answer Type Questions )**

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

8. Do you think that Media should be controlled by the Govt. ? Elaborate your views.
9. "3D Animation is getting popular, hence all electronic media channel should use this opportunity extensively." Do you subscribe to this idea ? State reasons.
10. Write short notes on any *three* of the following :
  - a) 'X' and 'Y' theory of management
  - b) FDI in Indian media industry
  - c) Editorial Department
  - d) Difference between Broad sheet and Tabloid with examples.

CS/BMS(H)/SEM-5/MMS-501/2011-12



11. What is vertical ownership ? What are its advantages and disadvantages ?
12. Discuss the ownership pattern of three Indian newspapers.  
Which ownership is the best in Indian context & why ?
13. What are the ways by which internet earns it revenue. Do you feel that internet will take the television market ?  
Elucidate your answer with example.

