

Paper / Subject Code: 55610 / Journalism: News Media Management

(Time: 2½)

(Total Marks:75)

N.B.: 1) Question no 1 is compulsory.

2) Figures to the right indicate full marks.

1. A. Explain the importance of Foreign Direct Investment in print and electronic media in India.

Or

(15 marks)

1. B. The growth of information technology has made Integrated Marketing Communications (IMC) vital to marketing efforts of a media organization. Comment.

(15 marks)

2.A. Cross media ownership is the new trend in the industry. Elucidate with examples. (8 marks)

2B. Why is financial management important for a media organization?

(7 marks)

3. A. Advertising is the main revenue stream for media organizations. Comment.

(8 marks)

3. B. What is the organizational structure of a newspaper? Explain the role of the circulation department.

(7 marks)

Or

3. C. The trends and effects of globalization and digitization of media are here to stay. Discuss. (8 marks)

3.D. What are the various types of ownership patterns in a newspaper organization? Discuss the advantages and disadvantages of any three.

(7 marks)

4. A. "Editorial Freedom should be used wisely and in public interest." Comment.

(8 marks)

4. B. Explain the functions of the Human Resource Department in a media organization.

(7 marks)

5. Write short notes on any three:

a) TAM ratings

b) Network 18

c) Digital branding

d) Disruptive technology

e) Eenadu

(15 marks)

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(Turn Over)