

TM242116S

Reg. No : .....

Name : .....

MASTER'S DEGREE (C.S.S) EXAMINATION, MARCH 2024  
2023 ADMISSIONS REGULAR  
SEMESTER II - Journalism and Mass Communication  
CE2C08TM - Media Management

Time : 3 Hours

Maximum Weight : 30

**Part A**

**I. Answer any Eight questions. Each question carries 1 weight**

**(8x1=8)**

1. State two reasons why newspaper industries became giant organisations.
2. Mention the four functions of management.
3. Explain the importance of media planning.
4. Write short notes on DAVP.
5. Write a short note on the role of the finance department of a media organization.
6. Write a note on the production department in television media.
7. Write a short note on offset printing.
8. Define content marketing with examples.
9. Discuss the impact of new technologies on media operations.
10. Comment on public relations for newspaper organizations.

**Part B**

**II. Answer any Six questions. Each question carries 2 weight**

**(6x2=12)**

11. Management is the art of getting things done through and with people – Explain.
12. Write in detail about the importance of human resource development in newspaper organisations.
13. "The editorial desk should be free from management's control." Discuss the importance of this statement with valid reasons.
14. Describe the organisational structure of a radio station.
15. "Delegation is the key to administrative effectiveness." Elucidate.
16. Discuss the contemporary issues in media management with appropriate examples.
17. Examine the fundamental things to carry out in order to increase newspaper circulation and promotion.
18. Discuss the history of radio in India.

**Part C**

**III. Answer any Two questions. Each question carries 5 weight**

**(2x5=10)**

19. Discuss the following in detail: i. format of newspapers ii. types of newspapers iii. contents of a newspaper.
20. Evaluate the challenges of newspaper management in the digital age with reference to the situation in India.
21. "Sponsors are the actual owners of media organisations nowadays." Discuss and justify your answer.
22. Discuss marketing and distribution strategies of newspapers. Support the answer with appropriate examples.

