

**MASTER'S DEGREE (C.S.S) EXAMINATION, MARCH 2025**  
**2020, 2021, 2022, 2023 ADMISSIONS SUPPLEMENTARY**  
**SEMESTER II - CORE COURSE 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. Describe "media vehicle" and its importance with examples.
2. "Management is goal-oriented" –Elaborate.
3. Expand NRS and explain what it does?
4. Write short notes on DAVP.
5. Give an overview of the broadcast news media industry.
6. Explain your understanding of the term media planning.
7. Describe thermal printing.
8. Define content marketing with examples.
9. Write a short note on foreign media entry.
10. Write a short note on newspapers supplements.

**Part B**

**II. Answer any Six questions. Each question carries 2 weight****(6x2=12)**

11. Elaborate on the role of the circulation and promotion department in the newspaper industry.
12. "The editorial desk should be free from management's control." Discuss the importance of this statement with valid reasons.
13. Explain the role of news agencies in news production.
14. "Educate, inform and entertain" – Comment on this statement in regard to PBS.
15. "Media content in India is more about what the audience wants." Comment.
16. Enumerate the different ways an organization can adopt to boost the morale of their employees.
17. Differentiate between cross-media ownership and conglomerate ownership.
18. Define Defamation Act. Do you think the Defamation Act affects freedom of press in India?

**Part C**

**III. Answer any Two questions. Each question carries 5 weight****(2x5=10)**

19. With the help of a diagram discuss Greiner's Growth Model Curve.
20. Discuss the principles of management in your opinion which is most applicable to media companies. Explain and establish with reasons.
21. Elaborate on the organization of the film industry based on production, distribution, and exhibition.
22. Discuss marketing and distribution strategies of newspapers. Support the answer with appropriate examples.