

Roll No.

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Total No. of Pages : 02

Total No. of Questions : 09

B.Sc. (JAMC) (Sem.-3)
MEDIA MANAGEMENT AND ETHICS
Subject Code : BJAMC-201
M.Code : 13013

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A**1. Write briefly :**

- a) Meaning of ethics
- b) Any two characteristics of media management
- c) Any two recommendations of press commissions
- d) Give two provisions of Prasar Bharati Act
- e) Media conglomeration
- f) Libel
- g) Meaning of information under RTI
- h) Definition of media management
- i) Two characteristics of new media
- j) Organizational structure of magazine

SECTION-B

2. What is the nature and scope of media ethics and laws in modern times?
3. Discuss the various pressures on media and how they have to cope with them.
4. Write a note on the important provisions of the law of Defamation.
5. What are the provisions of the Official Secrets Act which are relevant for the media practitioners?
6. Explain the principles and functions of media management.

SECTION-C

7. What are the merits and demerits of a Trust form of media organization?
8. Describe the organizational structure of a newspaper.
9. What are the technical challenges posed by new media?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.