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Total No. of Pages : 02

Total No. of Questions : 09

B.Sc.(MEFT) (Sem.-5) MEDIA MANAGEMENT Subject Code : BMEFT-309 Paper ID : [F0325]

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 SECTION-A COM

- 1. Write briefly :
 - a) Media Arts
 - b) Media outlets
 - c) NGOS
 - d) Presenters
 - e) Cast
 - f) EPF
 - g) Goodwill
 - h) Policy
 - i) Creative thinking
 - j) Protocol



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SECTION-B

- Q2 What is the meaning of OBM?
- Q3 What kinds of skills are needed to practice management?
- Q4 How can diversity of workforce be helpful?
- Q5 Write about the hierarchy in the newsroom.
- Q6 What constitutes the members of a live chat show on TV?

SECTION-C

- Q7 Explain organisational behaviour. How can it be studied to benefit the organisation?
- Q8 What is R&D? Why is it an important department of any organisation?
- Q9 What is Market Research? Why should it be carried out before the launch of a new product by a company?