Total No. of Questions: 06

M.Sc.(JAMC) (2015 to 2017) (Sem.-2)

MEDIA MANAGEMENT

Subject Code: MJAMC-202

Paper ID: [B0445]

Time: 3 Hrs. Max. Marks: 60

INSTRUCTION TO CANDIDATES:

- 1. Attempt any FIVE questions out of SIX questions.
- 2. Each question carries TWELVE marks.
- 1. Discuss the principles of Media Management.
- 2. Explain in detail the concept of media as a profession.
- 3. *'Trust form of media ownership protects reader's interest'*. Discuss.
- 4. Highlight the role of advertising in media management.
- 5. What is the changing role of the editorial staff?
- 6. Draw an organizational structure of a typical city newspaper.

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