



Paper / Subject Code: 27418 / Journalism: 6) News Media Management

Duration: 2 & ½ hours

Total marks: 75

N.B. 1. All Questions are compulsory
2. Figures to the right indicate marks

Q1. A. What are the different recommendations you would suggest for boosting the advertising revenue of your own newspaper? How would the editorial and marketing team work towards this purpose? (15)

OR

Q1. B. How would you use social /digital media to promote the newspaper you may work for? Give adequate suggestions to prove your point. (15)

Q2. A. Explain the proprietary concerns that are likely to occur in news media? Give 2 examples. (7)

Q2. B. What is media hegemony? Explain with examples (8)

OR

Q2. C. What are Disruptive Technologies? How according to you has Web 2.0 changed the way news is produced and consumed today? (7)

Q2. D. Describe the various ways by which you can consolidate and promote the brand of your media organization. (8)

Q3. A. Explain cross media ownership with appropriate examples (7)

Q3. B. What are the functions of the HR in News media organizations? (8)

OR

Q3. C. Explain the 7 Ps of marketing and their relevance in a media organization. (7)

Q3. D. What are the values to be considered while making news? Explain the factors that affect the newspaper advertising costs? (8)

Q4. A. Analyze any Indian TV news channel's editorial policy and hierarchy. Do they have editorial freedom? (15)

OR

Q4. B. What are the important features of Companies Act? How effective were the amendments in the new Act. (15)

Q5. Write Short Notes (Any 3) (15)

A. TAM

B. FDI and Indian media

C. Role of Editor-in-Chief

D. Circulation department

E. Trust Ownership.