

M.A. Examination, 2019
Semester-IV
Journalism and Mass Communication
Paper-XIII (Special)
(Media Organizational Management Theory-I)

Time: 3 Hours

Full Marks: 40

Questions are of value as indicated in the margin

Answer *any two* questions from **1 to 5**.

1. How does planning of functions in a Media Organisations (MO) is considered in proposing organizational design? 15
 2. Apply Industrial Organization Model (Porter) for understanding media market. Give an example to illustrate your reply. 10+5=15
 3. How ICT infrastructure helps in creating appropriate business environment for media organisations? Explain with example. 10+5=15
 4. What are the managerial positions in any media organization? What are the functions of manager in Media Organisations? 6+9=15
 5. Discuss role of conventions, deadlines and workschedules in a media organization which has to produce and distribute product every day. 5×3=15
 6. Write *any two* short notes: 5×2=10
 - (a) Ownership pattern
 - (b) Public limited company in media
 - (c) Communication Package
 - (d) Media Product
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