

M.A. Examination, 2017
Semester-IV
Journalism and Mass Communication
Course – 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 1-5 question 6 is compulsory.

1. You have to analyse a newsmagazine / film from media organization manager's functional perspective. Do the analysis on the basis of POSD CORB. 15
 2. What is communication package for a media product? Discuss its components in detail. 4+11=15
 3. You are starting a web news portal. Discuss your plan with reference to – 15
 - (a) its ownership aspect
 - (b) communication package
 - (c) design of the portal
 - (d) promotion of the portal.
 4. Discuss any three types of media organization ownership with examples. 5×3=15
 5. Is media business unique? Give your opinion with logic and examples. 15
 6. Answer **any two** questions (within 300 words each) 5×2=10
 - (a) Planning.
 - (b) Convergence in Media Industry.
 - (c) Trans-medium product.
 - (d) Task force.
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