

**M.A. Examination, 2017**  
**Semester-IV**  
**Journalism and Mass Communication**  
**Course – XIV (Special)**  
**(Media Organizational Management Theory-II)**

**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. What is media economics? What are the economic functions of media business? How do these depend upon communication performance? 4+6+5=15
  2. You are interested to give a business plan for a short film. Offer your plan with a suitable example. 15
  3. Why a media organization prefers to reach 1<sup>st</sup> break-even point as soon as possible and want to avoid 2<sup>nd</sup> break-even point? Discuss with example. 7.5+7.5=15
  4. Discuss importance of marketing in media industry. Why web-marketing is gaining importance for media organizations? 8+7=15
  5. Discuss significance of business research for media organizations. 15
  6. Write **any two** short notes: 5×2=10
    - (a) Distribution edge.
    - (b) Advertising edge.
    - (c) Profit equation.
    - (d) 5 ways of media revenue.
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