

M.A. Examination, 2015
Semester-IV
Journalism & Mass Communication
Paper – XIII
(Media Organization Management Theory-I)

Time: 3 Hours

Full Marks: 40

Questions are of value as indicated in the margin.

Answer question no. 6 and **any three** from the rest.

1. Discuss the different ownership patterns found in the Indian Media Industry. 10
 2. What are the principles to be followed in departmentation of a media organization? Discuss with suitable examples. 10
 3. What is staff function in management? How does it differ from line function? Discuss with reference to tasks in media organizations. 3+7=10
 4. How does a media organization balance between the demand of routine and need of creativity in media production? Discuss with examples. 10
 5. How does a boundary spanning organization differ from a media organization? Write a brief of a project to start either a boundary spanning organization on a media organization. 3+7=10
 6. Write **any two** short notes: 5×2=10
 - (a) Product diversity.
 - (b) Integration in media business.
 - (c) Partnership.
 - (d) Core tasks in media organization.
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