

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

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. How does a TV channel generate its revenue? Is this different from revenue generation of a web media organization? 6+4=10
 2. What are the types of marketing media organizations resented to? Discuss about environment in media marketing. 5+5=10
 3. Compare the functions of distribution and advertising department in a print media organization. 10
 4. Is media business getting more research dependant? Discuss your view with reference to research milieu in media industry. 3+7=10
 5. Discuss on Human Resource Selection in Media Organisations. 10
 6. Write **any two** short notes: 5×2=10
 - (a) Teleport service.
 - (b) Last mile.
 - (c) Advertisement rate.
 - (d) Promotion.
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