

M.A. Examination, 2019
Semester-IV
Journalism and Mass Communication
Paper-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 to 5**.

1. Why Media Organisation's profit equation should consider the break-even calculation for the capital invested? Reply with illustration. 15
 2. Discuss media marketing strategy with reference to Visva-Bharati Chronicle's market penetration improvement over years. 15
 3. How does advertisement policy of Media Organisations help in making it a surplus organization? Discuss in details. 15
 4. How should a media student prepare for entry level jobs in media? Discuss preparation for at least five positions. 15
 5. Discuss functions of accounting management in Media Organisations. 15
 6. Write **any two** short notes: 5×2=10
 - (a) Intellectual capital
 - (b) Media Branding
 - (c) Ad department structure
 - (d) Working Journalist Act
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