

M.A. Examination 2018
Semester-IV
Journalism and Mass Communication
Course : XIV (Special)
(Media Organization Management)

Time : 3 Hours

Full Marks : 40

Questions are of value as indicated in the margin.

Answer any two from question No. 1-5
Question No. 6 is compulsory

1. Discuss a studio plan for radio and tv. production 15
 2. What is marketing? How does it influence communication performance of any media product? 5+10=15
 3. Give a plan and its execution for marketing of a campus newspaper. 15
 4. What is HR? Write HR positions in a newspaper house which has its web presence. 5+10=15
 5. Discuss areas in management of media house informed by research for decision making. 15
 6. Write 2 short notes : 5×2=10
 - a) Promotion
 - b) Break-even
 - c) Media product
 - d) Branding
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