

UG/5th Sem (H)/22/(CBCS)

2022

**MASS COMMUNICATION & JOURNALISM
(Honours)**

Paper Code : 505 MCJH SEC-1

(Media Management)

(CBCS)

Full Marks : 25

Time : Two Hours

*The figures in the margin indicate full marks.
Candidates are required to give their answers
in their own words as far as practicable.*

1. Write short notes on any *three* of the following :

5×3=15

- (a) Media budgeting
- (b) Rupert Murdoch
- (c) TRP
- (d) Bennett and Coleman Group
- (e) Strategic Management

2. Answer any *one* of the following :

10×1=10

- (a) Briefly narrate the challenges and opportunities of the Indian Media Industry during Globalization and after.

10

P.T.O.

(b) Do you think that contemporary media ownership encourages a capital-based media market in India? Justify your answer with a suitable case study. 10