2023

MASS COMMUNICATION & JOURNALISM (Honours)

Paper Code : MCJH SEC-1

[Media Management]

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) TRP

(b) Dual Economy

(c) Advertisement Manager

(d) Manufacturing Consent

(e) TAM

2. Answer any *one* of the following :   10×1=10

(a) What do you mean by media manager? Discuss his functions with suitable examples.   3+7=10

(b) What is Circulation? What are the determining factors of Circulation?   3+7=10