

01/12/23 (Morning)

Roll No. ....

Total Pages : 2

**351501**

**December 2023**

**B.A. (JMC) Vth SEMESTER**

**Media Industry and Management (BJM-501-21)**

Time : 3 Hours]

[Max. Marks : 75

*Instructions :*

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

**PART-A**

1. (a) Define Media Management.  
(b) Which year IRNI was established? (1.5)  
(c) Who is the Director of CBFC? (1.5)  
(d) What is foreign equity? (1.5)  
(e) Define Print Order (Run). (1.5)  
(f) What is vertical ownership? (1.5)  
(g) Who owns the India TV? (1.5)  
(h) Who is the founder of Dainik Jagran? (1.5)  
(i) Define Trademark. (1.5)  
(j) Define Copyright. (1.5)

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**PART-B**

2. (a) What are the Henri Fayol's principles of Management? (10)  
(b) Write a note on the nature of management. (5)
3. (a) Explain the organization pattern of a private Print Media House. (5)  
(b) Elaborate the functions of marketing, Circulation and Printing departments. (10)
4. Write a note on Media Ownership patterns. (15)
5. (a) Explain the structure of the Television News Channel. (5)  
(b) Write a note on the structure and function of a PR Agency. (10)
6. (a) Explain the Minimum Wages Act 1948 and payment of wages Act 1948. (10)  
(b) What are the corporate laws related to Media? (5)
7. What are the latest issues and concerns of Media management? (15)
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