

# END TERM EXAMINATION

FIFTH SEMESTER [BJMC] DEC - 2011

Paper Code: BJMC-303

Subject: Media organization and Management

(Batch 2007)

Time : 3 Hours

Maximum Marks :75

**Note: Attempt all questions. Q.No.1 is compulsory.**

- Q1 Write short notes on **any three** of the following : (3x5=15)
- (a) Media Planning
  - (b) Accountability of Management
  - (c) Effective Media Manager
  - (d) Organizational structure of AIR.
  - (e) Span of control
  - (f) Career Development

- Q2 "Human Resource Planning is the key factor of any organizational development". Elaborate with examples. (15)

**OR**

Define management. Explain the basic functions of management.

- Q3 Define leadership and explain the various role and responsibilities of a leader in the professional development of employee. (15)

**OR**

What is motivation? Explain the techniques of motivating employee in an organization.

- Q4 Critically examine the organizational structure of electronic media organizations in India. (15)

**OR**

Discuss with suitable examples the ownership patterns of media organization.

- Q5 Discuss the importance of entrepreneurship in the economics of media organizations (15)

**OR**

What is entrepreneurship? Enumerate the sources of finance for a new media venture.

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(Please write your Exam Roll No.)

Exam Roll No. ....

# END TERM EXAMINATION

FIFTH SEMESTER [BJMC] DEC-2010

Paper Code: BJMC 303

Subject: Media Organizations and Management

Time : 3 Hours

Maximum Marks :75

Note: Answer all questions. Internal choice is indicate.

1. Write short notes (Any three) 3X5=15
  - (a) Span of Control
  - (b) Orientation
  - (c) Conglomerate
  - (d) Accountability
  - (e) Career Development
  
2. Define management. Explain the basic functions of management. 15

or

What is human resource planning? Explain the process of human resource planning
  
3. What is leadership? What are the major types of leadership? Explain one of the styles of leadership with its advantages and disadvantages. 15

or

What is motivation? Explain the techniques of motivating employees in an organisation.
  
4. What are the types of ownership pattern of media organisation? Explain any one the patterns. 15

or

Explain the organizational structure and the functions of various departments of a media organisation.

or
5. What is entrepreneurship? Enumerate the sources of finance for a new media venture. 15

or

Enumerate the sources of revenue for a newspaper in the context of recent funding challenges due to the emergence of new media technology.



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Exam Roll No. 0611422407

## END TERM EXAMINATION

FIFTH SEMESTER | BJMC | DECEMBER-2009

Paper Code: BJMC 303

Paper ID: 24303

Subject: Media Organizations and Management

Time : 3 Hours

Maximum Marks :75

*Note: Attempt all questions. Question 1 is compulsory.*

- Q1. Write short notes on **any three** of the following:- (5x3=15)
- (a) Illustrate Management and its need with examples.
  - (b) Importance of Media Organizations
  - (c) Responsibility of Management
  - (d) Meaning of Media Organizations
  - (e) Motivating Employees
- Q2. Explain major functions of Management and its responsibilities in the contemporary media organizations? (15)
- Or
- ✓ 'Human Resource department is an essential part of any media organization'- How? Give reasons for your answer and explain its training and career development programmes.
- Q3. Describe the foundations of behaviour. How can these foundations help to motivate the employees for the well being of an organization? Explain. (15)
- Or
- ✓ Explain leadership with its major types. In your opinion what are the contemporary issues in leadership. Discuss any two in detail.
- Q4. Differentiate between the organizational structure of a newspaper and a TV news channel. Describe their functions. (15)
- Or
- Describe the ownership patterns of media organizations.
- Q5. Explain entrepreneurship. Do you agree that it is an essential part of a media organization. Why? (15)
- Or
- ✓ Explain briefly the relationship between cost and revenue. Do you agree that they are the two interconnected pillars of a TV organization?



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# END TERM EXAMINATION

FIFTH SEMESTER [BJMC] DECEMBER-2008

Paper Code: BJMC 303

Subject: Media Organization and Management

Paper Id-24303

(Batch 2005-2006)

Time : 3 Hours

Maximum Marks :75

Note: Attempt all questions. Question 1 is compulsory. Internal choice indicated.

- Q1. Write short notes on any three of the following: (5x3=15)
- (a) 5 functions of management.
  - (b) Accountability of management
  - (c) Leadership style across the culture
  - (d) Importance of entrepreneurship
  - (e) Personality and learning
- Q2. 'In present perspective the existence of Human Resource department in an organization is inevitable', discuss and elaborate the interrelation between HR and other departments of the organization. (15)
- Or
- What are the guidelines to ensure successful planning and implementation of a project?
- Q3. 'An efficient leadership is the key to the success of planning and implementation in management', discuss and describe the importance and types of leadership. (15)
- Or
- What are the ways to bring an attitudinal change among employees and to motivate them for the well being of the organization?
- Q4. What is the difference in the organizational structure of a weekly newsmagazine and a daily newspaper? (15)
- Or
- Do you agree the ownership pattern of a media organization makes an impact on the media content? Give reason for your answer and also point out the expected changes in the ownership patten of a daily newspaper if the FDI cap is removed.
- Q5. What are the procedures and steps involved for establishing a community FM radio for an NGO and a commercial FM radio channel? (15)
- Or
- What is the role of marketing department in a daily newspaper organization? Describe the primary source of revenue of a newspaper.

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# END TERM EXAMINATION

FIFTH SEMESTER [BJ(MC)] DECEMBER 2007

Paper Code: BJMC303

Subject: Media Organization And Management

Paper Id: 24303

Batch: (2005-2007)

Time : 3 Hours

Maximum Marks :75

**Note: Attempt five questions including Q.1 which is compulsory. All questions carry equal marks.**

- Q1 Write short notes on any three of the following:- (5x3=15)
- (a) Gender Leadership
  - (b) Career Development
  - (c) Management Functions
  - (d) Sources of finance for Newspaper
  - (e) Personal Behaviour
- Q2 Define management. Prepare a list of required resources for a better performance.
- Q3 'A good-leader can motivate the employees for attaining the goal easily'. Describe with illustrations.
- Q4 Give a brief account of a TV organization with its functions and importance.
- Q5 'Corporate ownership of Newspaper affects the neutrality of news'- prove it with an Indian example.
- Q6 Can a newspaper sustain only with subscription from the readers? What are the other sources of revenue expected for making the paper viable?
- Q7 Give the cost and revenue relationship in a private TV organization.
- Q8 Describe the steps involved in establishing an organization for publishing a magazine.

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