Register Number:

Date & session: 13-12-2022

**ST. JOSEPH’S UNIVERSITY, BENGALURU -27**

**MA JOURNALISM & MASS COMMUNICATION – I SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in ODecember 2022)**

**MC 7521: MEDIA MANAGEMENT**

**Time: 1 Hour Max Marks: 25**

**This paper contains ONE printed page and TWO parts**

1. **Answer any THREE questions in 150 words each. (3 X 5 = 15)**
2. How is media ownership understood in India?
3. What is management? Explain media management decision making with examples.
4. Explain the benefits of Mergers.
5. What is the role of ABC in print media?
6. What is an acquisition? Explain.
7. **Answer any ONE of the following questions in 300 words. Follow the instructions wherever required. Illustrations are acceptable if needed**.

 **(1 X 10 = 10)**

1. With reference to any **ONE** of the following mediums, explain the organisational structure – radio **or** print **or** TV news channel.
2. Write a detailed note on various forms of ownership in a company with examples.

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