



Register Number:

DATE:13-01-2021

**ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27
M.A. JOURNALISM & MASS COMMUNICATION - I SEMESTER
SEMESTER EXAMINATION: NOVEMBER 2020
MC 7518 – MEDIA MANAGEMENT**

Time- 1 ½ hours

Maximum Marks: 35

This paper consists of ONE printed page and THREE parts

I. Answer any TWO in about 150 words each: (2 x 5 = 10)

1. Elucidate some instances of managerial decision making in media organisations.
2. How can Indian organisations benefit with FDI? Explain
3. What are conglomerates? Explain with an example

II. Answer any ONE in about 250 to 300 words: (1 x 10 = 10)

4. What do you understand by the political economy of media? Explain
5. Looking at any recent case from India, how do you position ethics within the media landscape?

III. Answer any ONE in about 500 words: (1 x 15 = 15)

6. Critically comment on the significant developments and the contemporary performance of the Indian print media.
7. You are the owner of an online news portal that publishes opinionated articles from various renowned writers. The categories of writings fall within Indian politics and finance and international relations. You want to increase the social media presence of this portal. Develop an interesting name and a social media strategy to achieve the mentioned goal.
