

14. The stance, way of standing is called _____.
- a. posture
 - b. pace
 - c. articulation
 - d. body movement
15. The feeling/emotion in the voice _____.
- a. Pitch
 - b. Articulation
 - c. accent
 - d. Tone
16. PTI is an abbreviation for _____.
- a. Press Trust for Information
 - b. Periodical Trust of India
 - c. Press Transfer of Information
 - d. Press Trust of India

B. Terms/ Short notes/ Short answers. (Each of 01 mark) (07)

1. Define Management.
2. Why do we need Management?
3. State the four major activities of management.
4. Define media management.
5. What is an editorial?
6. What does CBFC stand for?
7. What is the function of PIB?

Q.2 Answer the following.

- A. Write a note on nature of management. (04)
- B. How does Nature of Management differ in for-profit and non-profit organisations? (04)
- C. How is PIB different from PTI and UNI? (04)

OR

- C. Write a note on Doordarshan and All India Radio. (04)

Q.3 Answer the following.

- A. List down and explain briefly the functions of management. (05)
- B. List down the government agencies for radio, television, wire services, photography and film and write about them. (05)
- C. Write a detailed note on advertising as revenue generator for newspapers. (05)

OR

- C. Media management is much more complicated than a regular management. Explain. (05)

Q.4 Essay type Questions.

- A. State and explain the principles of Management. (06)
- B. State and explain the principles of Media Management. (06)
- C. Discuss the different types of media ownership. (06)

OR

- C. Discuss the various types of Print Media ownership. (06)