Seat No:	
Seat No:	

Enrollment No:_____

PARUL UNIVERSITY FACULTY OF ARTS

B.Arts, Summer 2017–18 Examination

Semester: 4 Date: 12/05/2018

Subject Code: 15103281 Time: 10:30 am to 1:00 pm

Subject Name: Media Management Total Marks: 60

Instructions:

- 1. All questions are compulsory.
- 2. Figures to the right indicate full marks.
- 3. Make suitable assumptions wherever necessary.

Do as directed.			
. Multiple choice type ques	tions. (Each of 0.5 mark)		
	1. The principle Scalar Chain talks about		
a. Hierarchy	c. Division of work		
b. Unity	d. Order		
2. Which of these is not a fu	unction of management?		
a. Planning	c. Directing		
b. Dictating	d. Organising		
3. The principles of manage	ement were given by		
a. Debra Reid	c. Henri Fayol		
b. Andre Fayol	d. None of these		
4. The ten principles of med	dia management are given by		
a. Bret Parker	c. Henri Fayol		
b. Debra Reid	d. None of the above		
5. PIB is an abbreviation fo	r		
a. Press Indian Bureau	c. Media National Corporation		
b. Multi National Comp	oany d. Press Information Bureau		
6. Which of these is the Ind	ian government's news agency?		
a. UNI	c. Reuters		
b. AP	d. AFP		
7. UNI stands for	.		
	ation c. University News of India		
b. United News of India	d. Universal News India		
8 governi	ment agency looks after the photography section.		
a. Doordarshan	c. Photo Division		
b. Photography India	d. AIR		
9. Which agency screens fil	lms in India?		
a. CBFC	c. ANI		
b. UNESCO	d. Film Division		
10. Which principle of man	agement is considered to motivate employees?		
a. Discipline	c. Remuneration		
b. Scalar Chain	d. Order		
11. AIR is an abbreviation	for		
a. All India Registrar	c. All Information Radio		
b. All Information Regi	stration d. All India Radio		
	s of a sound is called		
a. Pause	c. Projection		
b. Pitch	d. Pace		
13. Articulation refers to	·		
a. knowing when to spe			
b. Print Media	•		

	14. The stance, way of standing is ca	alled	
	a. posture	c. articulation	
	b. pace	d. body movement	
	15. The feeling/emotion in the voice	·•	
	a. Pitch	c. accent	
	b. Articulation	d. Tone	
	16. PTI is an abbreviation for	·	
	a. Press Trust for Information	c. Press Transfer of Information	
	b. Periodical Trust of India	d. Press Trust of India	
В.	Terms/ Short notes/ Short answers	s. (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 manageme	ent.	(04)
В.	3. How does Nature of Management differ in for-profit and non-profit organisations?		(04)
C.	How is PIB different from PTI and U	UNI?	(04)
	OR		
C.	Write a note on Doordarshan and Al	l India Radio.	(04)
Q.3	Answer the following.		
A.	List down and explain briefly the functions of management.		
В.	• List down the government agencies for radio, television, wire services, photography and film and write about them.		
C.	Write a detailed note on advertising	as revenue generator for newspapers.	(05)
	OR		
C.	Media management is much more co	omplicated than a regular management. Explain.	(05)
Q.4	Essay type Questions.		
-	State and explain the principles of M	Sanagement.	(06)
	3. State and explain the principles of Media Management.		
C.	Discuss the different types of media	ownership.	(06)
	OR		
C.	Discuss the various types of Print M	edia ownership.	(06)