

PARUL UNIVERSITY
FACULTY OF ARTS
B.Arts Summer 2018 – 19 Examination

Semester: 4
Subject Code: 15103281
Subject Name: Media Management

Date: 15/04/2019
Time: 2.00 pm to 4.30 pm
Total Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as directed.**(08)****A. Multiple choice type questions. (Each of 0.5 mark)****1. The essentials of management are**

- (a) Scientific method (b) Quantitative technique
(c) Human relations (d) All of the above

2. PTI began functioning in

- (a) 1949 (b) 1999
(c) 1950 (d) 1947

3. Management is

- (a) Multidisciplinary (b) Result oriented
(c) Situational (d) All of these

4. What is the headquarter of Photo Division called?

- (a) Chitra Bhavan (b) Chayachitra Bhavan
(c) Soochna Bhavan (d) Chitrapat Bhavan

5. How many languages does AIR currently broadcast in?

- (a) 23 (b) 15
(c) 32 (d) 50

6. Which of the below is the popular children's monthly magazine published in Hindi?

- (a) Prasar Bharati (b) Rozgaar
(c) Bal Bharati (d) Ajkal

7. What is the motto of All India Radio?

- (a) Bahujan Sukhaya : Bahujan Dukhaya (b) Bahujan Hitaya : Bahujan Sukhaya
(c) Bahujan Hitaya : Bahujan Dukhaya (d) None of these

8. Univarta is the Hindi service of

- (a) PTI (b) AFP
(c) UNI (d) TNN

9. The Broadcasting Wing of the Ministry also regulates the content of satellite channels.

- (a) Public (b) Government
(c) Foreign (d) Private

10. Drawing up a good plan is a part of function of management.

- (a) Commanding (b) Organising
(c) Planning (d) Coordinating

11. is a repository of books and journals highlighting subjects of national importance and India's rich cultural heritage

- (a) I&B Ministry (b) Publications Division
(c) Photo Division (d) Films Division

12. Photo Division is an independent media unit meant for for the varied activities of the Government of India.

- (a) Audio support (b) Visual support
(c) Content support (d) None of these

13. Management involves proper care and maintenance of the buildings, plant and machinery

- (a) Purchase (b) Transport
(c) Production (d) Maintenance

14. Which was the first program telecast on Doordarshan?

- (a) Krishi Darshan (b) Vigyan Darshan
(c) Kisaan Mala (d) Krishipradhaan

15. Who is the current Chairman of PTI?

- (a) Ramnath Goenka (b) N. Ravi
(c) Riyad Mathew (d) Viveck Goenka

16. Who was India's first Minister for Information and Broadcasting?

- (a) Mahatma Gandhi (b) Jawaharlal Nehru
(c) Sardar Vallabhbhai Patel (d) None of the above

B. Answer in Short . (Each of 01 mark)

(07)

1. Why can't management be only aided but not replaced by computers?
2. Name the ownership patterns of newspapers in India.
3. Why is it important to interact with your audience?
4. Why was the Films Division of India established?
5. What does esprit de corps imply?
6. What does the National Museum of Indian Cinema house?
7. Define management.

Q.2 Answer the following.

A. Write a note on PTI.

(04)

B. How is the Ministry of Information & Broadcasting functionally organized?

(04)

C. Management is a universal process. Explain.

(04)

OR

C. What are the sources of revenue generation for a newspaper?

(04)

Q.3 Answer the following.

A. Enlist the objectives of All India Radio.

(05)

B. Elaborate on the journals published by the Publications Division.

(05)

C. CBFC is a necessity in the current age. Do you agree? Justify your reasons.

(05)

OR

C. Management is a multidisciplinary and result oriented science. Explain with relevant examples.

(05)

Q.4 Answer the following.

A. Enlist and explain the responsibilities of departments in a newspaper.

(06)

B. Explain what is media management along with its principles.

(06)

C. What is the Photo Division and its functions? How is its organizational setup?

(06)

OR

C. Explain in detail what is UNI.

(06)