

PARUL UNIVERSITY
FACULTY OF ARTS
B.Arts Winter 2019 – 20 Examination

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

Date: 09/12/2019
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 of the Ministry also regulates the content of private satellite channels.
 (a) Film Wing (b) Information Wing
 (c) Broadcasting Wing (d) None of the above
2. is the flagship weekly job journal of Publications Division
 (a) Political News (b) Employment news
 (c) Entertainment news (d) City news
3. The full form of PTI is
 (a) Public Trust of India (b) Publications Trust of India
 (c) Press Trust of India (d) Private Television Industry
4. Photo Division is an independent media unit meant for for the varied activities of the Government of India.
 (a) Visual support (b) Content support
 (c) Audio support (d) None of these
5. is the Hindi service of UNI.
 (a) UNI Hindi (b) Hindi Samachar
 (c) Unicode (d) Univarta
6. UNI was registered as a under the Indian Companies Act.
 (a) Professional Company (b) Non-governmental Organisation
 (c) Private Company (d) Non-profit Company
7. PTI was registered in
 (a) 1949 (b) 1999
 (c) 1950 (d) 1947
8. Who is the current Chairman of PTI?
 (a) Viveck Goenka (b) N. Ravi
 (c) Riyad Mathew (d) Ramnath Goenka
9. Esprit de corps implies
 (a) Importance to individual ideas (b) Scalar chain
 (c) Unity of employees (d) None of the above
10. Management is
 (a) Art (b) Science
 (c) Result-oriented (d) All of the above
11. One can provide value to media campaign by connecting with
 (a) Stakeholders (b) Audience
 (c) Organisers (d) Employers
12. Which is the popular children's monthly magazine published in Hindi?
 (a) Prasar Bharati (b) Bal Bharati
 (c) Ajkal (d) Rozgaar
13. Media management is mainly
 (a) Money management (b) Result management
 (c) Opinion generation (d) Public management
14. Drawing up a good plan is a part of function of management.
 (a) Planning (b) Organising
 (c) Commanding (d) Coordinating

15. What does FDI stand for?

- (a) Food Directorate of India (b) Food Dispersing by Industries
(c) Flood Diversion Implementation (d) Films Division of India

16. Doordarshan is a division of

- (a) Prasari Bharat (b) Prabhat Bharati
(c) Prasar Bharati (d) Prasar Bhati

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

(07)

1. Name the essentials of management.
2. Where is the headquarter of Photo Division situated and what is it called?
3. Name the wings of the Films Division.
4. Define management.
5. What does the National Museum of Indian Cinema house?
6. Write the motto of All India Radio.
7. What is the function of the Staff Training Institute of Programmes of AIR?

Q.2 Answer the following.

- A. Which are the processes that help sustain media management? **(04)**
B. Comment on the importance of media management in the current context. **(04)**
C. Explain the two main sources of generating revenue in a newspaper organization. **(04)**

OR

- C. Write a detailed note on Doordarshan. **(04)**

Q.3 Answer the following.

- A. What are the five functions of management? **(05)**
B. Name the departments in a newspaper organisation along with their functions. **(05)**
C. What are the principles of media management? **(05)**

OR

- C. Elaborate on the United News of India. **(05)**

Q.4 Answer the following.

- A. Highlight the functions and responsibilities of the Publications Division of I&B Ministry. **(06)**
B. Enlist and explain the 14 principles of management proposed by Henri Fayol. **(06)**
C. Elaborate on the scope of management. **(06)**

OR

- C. Write a note on the Information & Broadcast Ministry along with its wings. **(06)**