Krishna Kanta Handiqui State Open University

MMC 4th Sem. Examination, 2016

Paper : Emerging Discipline in Mass Communication-I (Media Management)

Time:3 hrs *Fullmarks : 80*

1. Answer any five questions from the following. 2×5 = 10 (each within 50 words)
   - a Name the five P's of marketing mix.
   - b Define 'Audience Analysis'.
   - c What is a 'Bar chart'?
   - d What is 'Table'?
   - e What is 'Rule of Thumb'?
   - f What do you mean by the term 'movie trailers'?
2. Write any three short notes from the following. 4×3 = 12 (each within 150 words)
   - a Target Audience.
   - b Media Administrator.
   - c Organizational Pyramid.
   - d Characteristics of Management
3. Answer any three questions from the following. 6×3 = 18 (each within 250 words)
   - a What is executive survey? Explain with a small example of executive survey.
   - b Discuss the differences among Editorial, Business and Mechanical departments.
   - c Write your opinion on the ownership patterns of the mass media in India with reference to Assam.
   - d What is ENG? Explain with examples.

4. Answer any four questions from the following. 10×4 = 40 (each within 500 words)

   a Write a report on any project of your institution or any organization.

   b Enumerate the differences between 'Administration' and 'Management' with suitable examples.

   c Explain 'Media as an Industry'.

   d Discuss the organizational structure of the Editorial Department of a newspaper.

   e What is TRP? Explain the methodology used for TRP in India.

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