[20-HKPGDEO–M4S(O)21J]

MMC 4th Semester (Old) Exam., 2020

EMERGING DISCIPLINE IN MASS COMMUNICATION—I

[MMC (S4) 14]

(Media Management)

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer any *five* from the following questions (each in around *50* words) : 2×5=10

(a) What do you mean by target audience?

(b) Why is report writing an essential skill for professionals?

(c) Name the elements of scientific management.

(d) What are the disadvantages of employee ownership?

(e) Write two functions of the editorial department.

(f) Who are the four essential personnels involved in radio production?

2. Answer any *three* from the following questions (each in around *150* words) : 4×3=12

(a) Write a short note on consumerist culture.

(b) Discuss the process of writing a report.

(c) Write a short note on process management.

(d) What is the role of executive summaries?

3. Answer any *three* from the following questions (each in around *250* words) : 6×3=18

(a) What are the five Ps of marketing mix? Discuss.

(b) Describe the format of a project report.

(c) What are the characteristics of management?

(d) What is the function of the advertising department of a media organization?

4. Answer any *four* from the following questions (each in around *500* words) : 10×4=40

(a) Discuss the criteria to be kept in mind while selecting the appropriate communication media. Why is it important to select the right media?

(b) Explain the factors and tips for making business presentation.

(c) Why has media management become essential in the present times? Elaborate.

(d) Discuss the organizational structure of print media establishment.

(e) Describe the responsibilities of non-technical production personnel of television programmes.

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