



WEST BENGAL STATE UNIVERSITY

B.A. Honours 5th Semester Examination, 2021-22

JORADSE01T-JOURNALISM AND MASS COMMUNICATION (DSE1/2)

MEDIA INDUSTRY AND MANAGEMENT

Time Allotted: 2 Hours

Full Marks: 50

The figures in the margin indicate full marks.

Candidates should answer in their own words and adhere to the word limit as practicable.

1. Answer any **five** questions from the following: 2×5 = 10
 - (a) Define Media Leadership.
 - (b) Which Market forces evaluate the popularity of a programme? Discuss.
 - (c) What are the circulation factors of a newspaper?
 - (d) Define Personnel management.
 - (e) What is Media economics?
 - (f) Write two functions of Media Managers.
 - (g) Who is the Head of Star TV? Where is its headquarters?
 - (h) What is the role of the circulation manager?

2. Answer any **four** questions from the following: 10×4 = 40
 - (a) Discuss the different schools of thought in Media Management.
 - (b) What role do Market Forces play in the marketing of Media organizations?
 - (c) Discuss the responsibilities of a Media Manager.
 - (d) What are the new challenges that the Indian Media faces? Give current examples and explain.
 - (e) Trace the evolution and growth of Media Management as a discipline.
 - (f) What are the theoretical foundations of Media Economics? Explain.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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