

# ST. JOSEPH'S EVENING COLLEGE (AUTONOMOUS)

VI SEMESTER B.A. EXAMINATIONS - APRIL 2019

## MEDIA MANGAMENT

Duration: 2.5 Hours

Max. Marks: 70

### SECTION - A

I) Answer any TEN of the following questions. (10x2=20)

1. DD-India
2. IRS
3. News Portals
4. Social media
5. Editorial Department
6. Individual ownership
7. PIB
8. NRS
9. Facebook
10. Advertising Department
11. Partnership ownership
12. Prasara Bharati

### SECTION - B

II) Answer any SIX of the following questions. (6x5=30)

13. Explain IRS & NRS.
14. Explain News portals with its features and objectives.
15. Write a short note on Circulation & promotion.
16. Explain the organizational structure of DD.
17. Write a short note on ABC.
18. Explain prominent Social medias and their functions.
19. Write a short note on FDI.

### SECTION - C

III) Answer any TWO of the following questions. (2x10=20)

20. Explain structure and functions of Prasara Bharati.
21. Explain structure and functions of Newspaper Department.
22. Explain various ownership patterns of Newspaper in India.