



Duration: 2 ½ hours

Total marks: 75

N.B. 1. All Questions are compulsory

2. Figures to the right indicate marks

Q1. A. What are the different types of ownership in a media industry? In today's environment, which ownership according to you, is ideal for a media organization? As an Entrepreneur in the media industry, what steps would you consider in starting your own media enterprise? (15)

OR

Q1. B. If you are employed in a digital news media, what would be your editorial, marketing HR and ad sales policy? Give adequate examples to prove your point. (15)

Q2. A. Explain the importance and working of an HR department in a business organizations. (7)

Q2. B. Which Financial Managerial Decisions need to be considered by a media organization to sustain in this ever changing era of Globalization and Liberalization? (8)

OR

Q2. C. What are Disruptive Technologies? How according to you has Web 2.0 changed the way news is produced and consumed today? (7)

Q2. D. Describe the various resource management and marketing techniques to be deployed for optimum profits in a news media organization? (8)

Q3. A. Explain the relevance of TAM and IRS in today's global media environment? (7)

Q3. B. "Conglomerates and Cross Media type of ownerships have led to commercialization of news." Comment. (8)

OR

Q3. C. Explain the concept and importance of Integrated Marketing Communications (IMC) in a media organization. (7)

Q3. D. What are the values to be considered while making news? Justify with examples. (8)

Q4. A. Describe the ideal management structure in a news media organization? What is the role of the management in ensuring editorial freedom? (15)

OR

Q4. B. What are the important features of Companies Act? How effective were the amendments in the new Act. (15)

Q5. Write Short Notes (Any 3) (15)

A. Eennadu

B. FDI

C. Network 18

D. Role of Advertising in Revenue Generation

E. Chain Ownership.