



BRAINWARE UNIVERSITY

Term End Examination 2023

Programme – B.Sc.(MSJ)-Hons-2020/B.Sc.(MSJ)-Hons-2021

Course Name – Media Industry and Management

Course Code - BMSJC303

(Semester III)

Barasat, Kolkata - 700125
Brainware University
LIBRARY

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

(i) Which is not a news agency?

- a) BARC
- c) Both

- b) IRS
- d) None

(ii) Expand TRAI

- a) Television Regulatory Authority of India
- c) Training Regulatory Authority of India

- b) Telecom Regulatory Authority of India
- d) Telephone Regulatory Authority of India

(iii) The people working in an organisation do?

- a) Administrative work
- c) Both

- b) Operative work
- d) None

(iv) DAVP is the nodal agency that undertakes _____

- a) Work from PIB
- c) Conducting press briefings

- b) Publishing newsletters
- d) Multimedia advertising and publicity of policies and programmes of the Government

(v) Marketing a media product involves:

- a) Identifying a target market

- b) Create a mix of marketing elements to both serve the target market and to achieve the media firms objectives

c) Both

d) None

(vi) Identify from a non media business model?

- a) Monopoly
- c) Monopolistic Competition

- b) Oligopoly
- d) None of these

(vii) Choose the factors driving media industry change

- a) Technology
- c) Regulations

- b) Globalisation
- d) All of these

- (viii) Horizontal Integration occurs when?
- a) Two firms merge at the same stage in the same supply chain
 b) Single company owns numerous outlets
 c) Media company monopolizes the production of the ingredients
 d) None of these
- (ix) Chain ownership is?
- a) Same company owns many outlets in a single medium
 b) Integration of national economies
 c) Ownership of several businesses one of which is a media business
 d) Corporate deregulation
- (x) Globalisation involves?
- a) Economic Integration
 b) Cultural exchanges
 c) Transfer of policies across borders
 d) All
- (xi) Vertical Integration implies?
- a) Ownership of several businesses
 b) Media company that owns numerous media outlets
 c) Media company monopolizes the production of the ingredients
 d) Top level management
- (xii) Manufacturing Consent was authored by?
- a) Edward Herman
 b) Noam Chomsky
 c) Both
 d) None
- (xiii) Identify the media company that Reliance Industries Limited (RIL) acquired control of in contemporary times?
- a) Network18 and media investment Ltd
 b) Cable News Network (CNN)
 c) Star Group
 d) Essel Group
- (xiv) If Times Group is an example of media conglomerate, The Hindu group is an example of which ownership?
- a) Cross media
 b) Chain
 c) Single
 d) Partnership
- (xv) Media economists have defined media as
- a) Cultural industries
 b) Copyright industries
 c) Creative industries
 d) All

Group-B

(Short Answer Type Questions)

3 x 5=15

2. What is meant by media management? (3)
3. State few reasons why media monopolies flourish in India? (3)
4. Interpret the different meanings of market. (3)
5. Discuss the organisational structure of a television news channel. (3)
6. Highlight some of the market shifts that took place in the media industry post Covid-19 pandemic. (3)

OR

Shed some light on changing ownership patterns after digital revolution. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. How will a media reach its target audience(s)? (5)
8. Discuss the impact of a brand on consumer choices and decision making. (5)
9. Enumerate the significance of strategic management in media organizations. (5)

10. What is meant by lobbying in media industries? (5)
11. Discuss the impact of internet regulations on the digital news industry (5)
12. Discuss the advantages and disadvantages of any ownership pattern seen in the Indian newspaper industry of your choice. (5)

OR

Critically analyse the revenue model of the Indian private radio industry. (5)

LIBRARY
Brainware University
Barasat, Kolkata -700125

Digitized by Brainware University