



THE AMERICAN COLLEGE, MADURAI
(An Autonomous Institution Affiliated to Madurai Kamaraj University)
Re-accredited (2nd Cycle) by NAAC with Grade “A”, CGPA – 3.46 on a 4-point scale
Backlog Arrear Examination, March 2021

Paper Title: Media Management

Paper Code: BVC 1426

Time: 3 hrs

Max Marks: 75

PART A - (5X15=75)

Explain any five questions in your own words. Minimum 500 words mandatory for each question.

1. What are the important departments of a “Newspaper Organization” write about their functioning.
2. What are the function of Management?
3. Explain the organizational structure of a Radio Station?
4. Advertising is the lifeblood for newspapers. Justify
5. Discuss the role of a producer in the film making process.
6. Analyse the ownership of media taking any media organisation of your choice as an example.
7. India is a land of diversity and differences. So is the media business in the country' India has a number of media houses and private organisations and everyone is equally successful, Elaborate.