

Term End Examination – June 2019
Post Graduate Diploma in Media Management
Advance Diploma in Media Management
Diploma in Media Management
Certificate in Media Management

Course Code
MM - 04

Management of Media Organisations

Time: 3 Hours

Full Marks: 100

*(Answer **All** the questions from Group – ‘A’, any **four** questions from Group – ‘B’, any **four** questions from Group – ‘C’, and any **two** questions from Group – ‘D’)*

GROUP – ‘A’

- Q. No 1 Answer all the questions, each within one or two sentences** **Marks: 1 X 10 = 10**
- a) Who was the first Chairman of Press Council of India?
 - b) Where are the headquarters of International Press Institute located at?
 - c) Which body is responsible for fixing of tariffs for telecom services in India?
 - d) The Indian and Eastern Newspaper Society is presently known as _____.
 - e) What is the primary objective of Indian Women’s Press Corps?
 - f) Where is the head quarter of Press Information Bureau (PIB) located at?
 - g) What are the U and A certificates issued by the censor board?
 - h) Who heads the Registrar of Newspaper for India (RNI)?
 - i) What does DAVP stand for?
 - j) What is the aim of Advertising Standard Council of India (ASCI)?

GROUP – ‘B’

- Q. No 2 Answer any four questions, each within 100 words** **Marks: 5 X 4 = 20**
- a) What is the need for a Government Information System?
 - b) UNESCO works for world peace. Explain how?
 - c) What is the function of New Media Wing of Ministry of Information and Broadcasting?
 - d) What are the basic functions of International Press Institute?
 - e) What is editorial independence?
 - f) What is the primary objective of National Film Development Corporation (NDFC)?

GROUP – ‘C’

- Q. No 3 Answer any four questions, each within 200 words** **Marks: 10 X 4 = 40**
- a) Why do journalists resort to crowdsourcing?
 - b) What are the main objectives of News Broadcasters Association (NBA)?
 - c) What are the main objectives of Press Council of India, as mentioned in the Press Council Act, 1965?
 - d) Write a brief note on PTI?
 - e) What is a backgrounder?
 - f) Press Commissions have always been a result of moments of crisis in Indian journalism. Do you agree? Justify.

GROUP – ‘D’

- Q. No 4 Answer any two questions, each within 300 words** **Marks: 15 X 2 = 30**
- a) Of late several news channels have resorted to sting operations during investigative reporting. On what grounds can you justify such operations? How do regulatory bodies such as NBA view such operations?
 - b) Editor’s guild has a major role to play in upholding the freedom of press and other mass media. Evaluate the above statement in light of recent developments in India.
 - c) Elaborate the organisational set up of Information and Public Relations Department of Odisha.
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