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Total No. of Pages: 01

Total No. of Questions: 08

M.A. (JMC) (Sem. – 4)

MEDIA MANAGEMENT LAWS AND ETHICS

Subject Code: MAJMC401-18

M Code: 77958

Date of Examination: 13-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. Attempt any FIVE questions, selecting at least ONE question from each section. FIFTH question can be attempted from any section.
2. Each question carries TWELVE marks.

SECTION-A

1. What are the new digital technologies emerges in media in recent years?
2. Explain the proliferation of media in India.

SECTION-B

3. Write short note on:
 - a) Prasar Bharti
 - b) Right to Information Act
4. Explain the media ownership patterns in India with suitable examples.

SECTION-C

5. Explain the commercial policy of electronic media in detail.
6. Elucidate the advertising and sales strategy for print media.

SECTION-D

7. Write short note on:
 - a) Official Secret Act
 - b) Press Council Act 1978
8. Describe the recommendations of press commission in detail.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.