

Roll No.

Total No. of Pages : 01

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M.A. (Journalism & Mass Communication) Campus (2015 to 2017)  
(Sem.-4)

# MEDIA MANAGEMENT AND LAWS

Subject Code : MAMC-401

M.Code : 74912

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION A, B, C & D contains TWO questions each.
2. Attempt any FIVE Questions in all, selecting atleast ONE question from each Subsection
3. Each question carries TWELVE marks.

## SECTION-A

1. “Contemporary media in India are being run as business and not as mission ”. Discuss.
2. How has digital technology influence media in India?

## SECTION-B

3. Discuss the role of Managing Editor in a Newspaper Organization.
4. What is the organizational structure of a National Broadcasting Station?

## SECTION-C

5. What are the revenue generation strategies adopted by print media in the face of challenges posed by Electronic media?
6. How have new media added a new edge to competition and survival in the world of Indian media?

## SECTION-D

7. Write a brief note on the history of important Press Laws in India.
8. “Officials Secrets Act is a relic of the past and should be abolished without delay”.  
Comment

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