

**MA in Journalism & Mass Communication**

**First Year, 2<sup>nd</sup> Semester Examination 2024**

**Media Management**

Time: 2 Hours

Full Marks: 40

**Answer any two questions**

1. Do you think media conglomeration overrules all earlier media ownership patterns? What do you understand by cross media ownership? Does it hamper journalistic objectivity? Substantiate your view. 8+8+4
2. Do you think 'Corporatisation' and 'Monopolisation' have changed the present media business scenario? Discuss using specific examples how the concept of globalisation influences the function of different departments other than Advertising of a media house? 10+10
3. Write a short note on DAVP. How did ABC enhance the credibility of print media? Define Media Convergence. 10+5+5
4. Evaluate the Cable Television Networks (Regulation) Act. How relevant is it to the times we live in? 15+5