



24-12-2015

DOON UNIVERSITY, DEHRADUN
End-Semester Examination, Fifth Semester, 2015
School of Communication

M.A. Integrated Communication, 5 Years
Course: COMM-302: Media Organizations Structure and Functions

Time Allowed: 2Hours

Maximum Marks: 50

SECTION: A (Short Answer Type Questions to be answered in about 250 words. Attempt Any Five Questions.

(Marks: 6X5=30)

1. Discuss the impact of emerging monopolistic tendencies in media industry.
2. List the demands of journalist unions in India?
3. What is the purpose of establishing first press commission? Discuss its major recommendations.
4. Discuss the role of reporters without borders?
5. Describe the role of input and output editor in news channels.
6. What is the importance of 'Principle of Balance' in media organizations?
7. Write a short note on UNESCO.

SECTION: B (Long Answer Type Questions to be answered in about 500 words. Attempt Any Two Questions.

(Marks: 10X2=20)

1. Explain advantages and disadvantages of Foreign Direct Investment in media sector in India?
2. What do you understand by government information system? Also explain its purpose and objective.
3. What is traditional role of media in society? Do you think Indian media has served the interests of our nation well after the independence?