

18/12/17



DOON UNIVERSITY, DEHRADUN

Final-Semester Examination, 2017

School of Media & Communication Studies

5 years Integrated MA Media & Communication Studies 5th sem

Course: COMM 302 Media Organization: Structure and Functions

Time Allowed: 3 Hours

Maximum Marks: 50

SECTION- A

(Very Short Answer Type Questions) Attempt any FIVE Questions.

3x5= 15 Marks

Q.1 Newspaper profession has become an industry today. Comment.

Q.2 'Motivation is a necessary factor to improve the work culture of any organization'. Explain.

Q.3 What do you understand by the term 'Promotional activities'?

Q.4 What do you understand by FDI?

Q.5 What do you understand by Pre- Production in Electronic media?

Q.6 Write short notes on any ONE-

a. News Print

b. Career Development

SECTION- B

Answer any FOUR questions. (Short answer type)

5X4=20 Marks

Q.1 Discuss the new trends in Indian Media (Print and Electronic).

Q.2 What do you understand by the term 'Budget' in Newspaper?

Q.3 What do you understand by the 'Authority and Accountability' of Management?

Q.4 Discuss the role of Leadership in an organization.

Q.5 Write a note on the changing role of Editorial staff and editors in Media organization.

SECTION-C

Answer Any ONE question. (Long answer type)

15X1 = 15 Marks

Q.1 Define the Financial management. Write down the various cost effective techniques in Newspaper.

Q.2. Describe the organizational structure of a newspaper organization.