



DOON UNIVERSITY, DEHRADUN

End- Semester Examination, III Semester, 2023

Academic Year 2023-2024

School of Media & Communication studies

Programme - Four year bachelor in Media & Communication Studies

Course Code with Title:(MSC 201) Media Organisation: Structure & Functions

Time Allowed 2:00 hrs

Maximum Marks: 50

Section A: Attempt any 5 questions, each question carries 2 marks. (Total Marks - 10)

- i) The first *Wage Board* was set up in _____.
- ii) The *Audit Bureau of Circulation* was founded in _____.
- iii) *Prasar Bharati Act 1990* was enacted in _____.
- iv) *Normative theories* of mass media were proposed by _____ in _____.
- v) Presently _____ wage board recommendations are in vogue.
- vi) *Registrar of Newspapers for India(RNI)* was created on _____.

Section B: Attempt all, each question carries 5 marks.

(Total Marks - 20)

Word limit 150-200

- i) Write a note on any two of the following:-
 - *PIB*
 - *Wage Board*
 - *Folk and Communication Division*
- ii) Explain *Audit Bureau of Circulation* and the reason behind its need?
or
What is *Prasar Bharati* and what are its objectives?
- iii) Discuss the difference between *Libertarian and Social Responsibility theory of Mass media*.
- iv) Discuss the advantages/disadvantages of different types of *Media ownerships*.
or
Discuss different types of *Wage concepts*.

Section C: Attempt all questions, each question carries 10 marks

(Total Marks - 20)

Word limit 200-300

- i) Discuss : According to you, who should manage the media system in India?
Or
Compare the *Code on wages act 2019* with previous wage laws.
- ii) Discuss the differences in the role of government in *Authoritarian and Soviet Media theories*.