

12/12/23



**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.
- i) Discuss the differences in the role of government in *Authoritarian and Soviet Media theories*.

42