



WEST BENGAL STATE UNIVERSITY
B.A. Honours 5th Semester Examination, 2020, held in 2021

JORADSE01T-JOURNALISM AND MASS COMMUNICATION (DSE1/2)

INTRODUCTION TO MEDIA INDUSTRY AND MANAGEMENT

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

1. Answer any **five** questions from the following: 2×5 = 10
- (a) Economies of scale save a company money because they enable the company to
- (A) Make a large variety of product
(B) Make many copies of a product
(C) Scale down the size of their product
(D) Charge higher prices than their competitors
- (b) Organisation structure concept was given by _____.
- (A) Weber (B) Fayol
(C) McGregor (D) None of these
- (c) Cooperative ownership is
- (A) Business owned by workers (B) Business owned by consumers
(C) Business owned by business (D) All of these
- (d) TAM stands for
- (A) Both (C) and (D) (B) Tense aspect mood
(C) Total available market (D) Total addressable market
- (e) Media entrepreneur Suraj Kumar is the founder of
- (A) Freecharge (B) News in shorts
(C) XS communication (D) The Dehradun Street
- (f) Equity means
- (A) Fairness (B) Impartial
(C) Kindliness (D) All of these

- (g) ABP group is an example of _____ ownership
(A) Chain (B) Conglomerate
(C) Cross (D) Both (A) and (C)
- (h) Media mix helps in
(A) Formulating a better strategy so that more and more people can get encouraged to buy the product
(B) It does not provide gradual and personal level insight
(C) Both (A) and (B) is true
(D) Only A is true
- (i) RNI was established in the year
(A) 1956 (B) 1947 (C) 1988 (D) 1921
- (j) _____ is the largest media giant.
(A) Time Warner (B) Disney (C) Viacom (D) Balaji

2. Answer any **four** questions from the following: 10×4 = 40

- (a) What type of ownership pattern is best suited for today's media organisation? Give reason for the same.
- (b) Explain the role of editorial department in a newspaper organisation.
- (c) What are the basic matrices related to media measurement?
- (d) Illustrate the organisational structure of a television channel.
- (e) Explain the sources of revenue generation for a newspaper organisation.
- (f) What are the essential qualities of a media manager?

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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