

St. Joseph's College (Autonomous)
Mid-Semester Test – August 2016
M. A Communication & Journalism – I Semester
MC 7515: MEDIA MANAGEMENT

Time : 60 minutes

Max Marks: 20

I. Answer any four of the following in 300 words.

4 × 5 = 20

1. The media and political system are interdependent and one influences or shapes the other. Do you agree or disagree with the statement? Explain.
2. Discuss the present Global as well as Indian daily newspaper circulation trends. Support your arguments with references.
3. Explain effective media management theories.
4. Write a brief note on the diverse phases in the development of media.
5. Elaborate on the organisation structure of print media (newspaper, magazine and books)