

Exam. Code: 0005

Sub. Code: 0435

1128

B.A./B.Sc.(General)-5th Semester
Journalism and Mass Communication
Paper: Media Management, Ethics and Laws
(In all mediums)

Time allowed: 3 Hours

Max. Marks: 70

NOTE: Attempt five questions in all, including Question No. I which is compulsory and selecting one question from each Unit.

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I. Attempt any seven of the following in 50-75 words each: -

- (a) Media conglomerate
- (b) Partnership
- (c) Unity of direction
- (d) Organization structure of doordarshan
- (e) Media ethics
- (f) Chain ownership
- (g) Article 19(1)(a)
- (h) Law of defamation
- (i) Law of obscenity
- (j) Contempt of court

(7×2)

UNIT – I

II. Explain media ownership patterns with examples. (14)

III. Enlist pros and cons of trust ownership. (14)

UNIT – II

IV. Discuss Fayol's management principles viz media organization. (14)

V. Briefly explain organizational structure of AIR. (14)

UNIT – III

VI. Discuss ethical code of PCI. (14)

VII. What is the relevance of freedom of speech for media? (14)

UNIT – IV

VIII. Give a brief overview of RTI Act. (14)

IX. Discuss the copyright act and relevance for media. (14)

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(Hindi/Punjabi versions enclosed)

P.T.O.