

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. 1 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) Sole Proprietorship
- (b) Media Conglomerates
- (c) Organizational Structure of a TV Station
- (d) Privacy and Ethical Reporting
- (e) Objectivity in Journalism
- (f) Media Management
- (g) Unity of Direction
- (h) Contempt of Court
- (i) RTI
- (j) Law of Defamation (7×2)

UNIT – I

- II. Enlist the newspaper ownership patterns. How do they have an impact on the working of a newspaper? (14)
- III. Enlist the pros and cons of cross media ownership and trust ownership. (14)

UNIT – II

- IV. Explain the basic principles of management given by Henry Fayol. (14)
- V. Explain the organizational structure of AIR. (14)

UNIT – III

- VI. Write a note on Article 19 (1) (a) and Article 19 (2). (14)
- VII. What is PCI? Enlist the guidelines of PCI. (14)

UNIT – IV

- VIII. Write a note on copyright Act. (14)
- IX. What is law of obscenity? Explain its relevance in media. (14)

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(Hindi/Punjabi versions enclosed)

P.T.O.