

Exam.Code: 0005
Sub. Code: 0435

1126
B.A./B.Sc. (General) Fifth Semester
Journalism and Mass Communication
Paper : Media Management Ethics and Laws
(In all mediums)

Max. Marks: 70

Time allowed: 3 Hours

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

x-x-x

I. Explain any seven of the followings in about 50-75 words each:-

- a) Newspapers Ownership Patterns
- b) Prasar Bharti
- c) RNI
- d) Media Management
- e) Management Principles
- f) Ethics in Media
- g) Article 19(a)
- h) Copyright Act
- i) Law of Obscenity
- j) Contempt of Court

(7x2)

UNIT - I

II. How do newspaper ownership patterns impact their working and content? (14)

III. Explain the role and functions of:

- a) AIR
- b) Doordarshan

(2x7)

UNIT - II

IV. Discuss principles of Management by Fayol Vis-à-vis Media organizations. (14)

V. Explain the concepts of Utility of command and unity of Direction with examples from Media organizations. (14)

UNIT - III

VI. Enlist ethical guidelines given by PCI. (14)

VII. Discuss the relevance of Article 19(1)(a) 19(2). (14)

UNIT - IV

VIII. Explain Right of Information Act. (14)

IX. Explain Law of Defamation. (14)

x-x-x

(Hindi and Punjabi versions closed)

P.T.O.