

**Krishna Kanta Handiqui State Open University**  
**MMC 4<sup>th</sup> Sem. Examination, 2014**  
**Media Management (Optional) Paper - 14**

Time : 3 Hrs.

Full Marks : 80

1. Answer any five from the following questions 2×5 =10  
(each within 50 words)
  - (a) Who is Sir Devid Napley?
  - (b) What is fifth P of Marketing Communication?
  - (c) Give two examples of outdoor media.
  - (d) Refer the name of the last (bottom) step of organizational pyramid in terms of communication structure.
  - (e) Business Standard is a Page 3 type newspaper? Yes/No.
  - (f) What is Rule of Thumb?
  - (g) What is feed forward control?
2. Write any three short note from the following 4×3 =12  
(each within 100 words)
  - (a) Essential characteristics of Business Communication.
  - (b) Benifit of effective communicatioin.
  - (c) Five P's of Marketing Communication.
  - (d) Consumerist Culture.
  - (e) Selection criteria for communication media.
  - (f) Communication structure in a business organization.
3. Answer any three from the following questions 6×3 =18  
(each within 250 words)
  - (a) What is Audience Analysis?
  - (b) What are the various consideration for writing a report?
  - (c) Explain the format of a project report.
  - (d) Discuss the scope of management.
  - (e) Define and explain Human Relations Management.
  - (f) Discuss the different ownership patterns in the Newspaper Industry in Assam.
4. Answer any four from the following questions 10×4 =40  
(each within 400 words)
  - (a) Elaborate various aspects of media management in Assam.
  - (b) Write an essay on Internet Industry in India?
  - (c) Briefly explain the importance of editorial department in print media with special reference to North-East India.
  - (d) Briefly discuss the news section in a TV channel.
  - (e) What is ENG? Discuss.
  - (f) Discuss various Genre of Radio Programme.
  - (g) Write short notes on any two :
    - (i) TRV
    - (ii) Gravure printing
    - (iii) Audience Management