



**UNIVERSITY OF PETROLEUM & ENERGY STUDIES  
DEHRADUN**

**End Semester Examination - 2018**

**Name of the Program: BBA Media Management**  
**Subject Name: Understanding Media Organisation**  
**Subject Code : BBCG 150**  
**No. of pages:4**

**Semester – IV**  
**Max. Marks : 100**  
**Duration: 3 Hrs**

**Section A**

**Q1. Multiple choice questions**

**(1X 10 =10 Marks)**

**1- For setting up an FM radio station license from the government is-**

- A- Mandatory
- B- Agreement
- C- Office order is enough.

**2- For publication of a book permission of writer is**

- A-Necessary
- B- Agreement between publisher and writer is needed
- C- Only manuscript is needed.

**3- A newspaper cannot be published without a print line.**

- A- Only editorial policy needed.
- B- the Only name of the editor is sufficient
- C- News paper's print line is a must.

**4- What are the revenue sources of a radio channel**

- A- Advertisement and license fee.
- B- Advertisers and contribution of listeners.
- C- No fund is needed to run a radio channel.

**5- Quality contents are needed for the credibility of a media house.**

- A- it is only a perception.
- B- Gimmicks can play a major role in credibility.
- C- without quality content no credibility.

**6- Technology has replaced roles of both Professionals and managers in media house?**

- A- No.
- B- only managers and professionals can run the media house with the help of Technology.
- C- Materials received from the internet are sufficient.

**7- FDI is good for the media industry.**

- A- No, it is not good.
- B- Yes, it is good as it will create employment avenues.
- C- no, it is not in the national interests. as they are here to protect their business interests.

**8- Market Survey must be done prior to production from a media house.**

- A- No need of market survey it is mere wastage of funds.
- B- The only proper market survey can ensure quality production.
- C- The market survey only helps in deciding the technology.

**9- In India Media houses are well protected in the hands of the government.**

- A- correct.
- B- On-demand, Union government gives protection.
- C- incorrect.

**10- Management is not needed to run a Media house.**

- A- correct.
- B- Managers are an only liability to the Media house.
- C- managers are needed as only they ensure the accomplishment of assigned work.

**Q2. State whether followings are true or false (1X10 marks)**

- 1- Circulation department deals with publications of books.
- 2- The photographer is always needed for a radio channel.
- 3- Entertainment channel cannot survive without News Chanel.
- 4- The printing press is not included in basic essentials to start a book publication House.
- 5- Only Women workers can run an online media house.
- 6- Journalists are part of entertainment Chanel.
- 7- Technology has enhanced the quality of production in Media houses.
- 8- The license is needed to start a publication house.
- 9- Only All India radio is allowed to broadcast news bulletins in India.
- 10- A newspaper owner can publish several newspapers at a time.

**Section-B (5 x 4 = 20 marks)**

**Q3. Write short notes on all the followings**

- 1- Communication in a Media House.
- 2- Process and prospects of launching Media venture.
- 3- Quality program production cannot be possible without following schedules.
- 4- Promotion of annual subscription is very beneficial to a Media houses in the respect of revenue generation.

**Section-C (6 x 5=30 marks)**

**Attempt all**

**Q4.** What is Greiner's Development Model?

**Q5.** What do you think that only selling of books is the only source of profit to a publisher?

**Q6.** Explain basic elements of management and why these are needed to run a Media house.

- Q7.** Do you think that private ownership of a media house is not sufficient for its growth?
- Q8.** What is the importance of a Market survey for a media house startup?
- Q9** How many major elements contribute to achieving credibility to a media publication.

**Section D**

**Situation /Case Analysis (10 x 3=30 marks)**

**Attempt All**

- Q10.** Several program producers are inclined to air their programs from an entertainment Channel. What should be priorities of a Channel owner in the selection of the program to be aired?
- Q11.** Several books of a publisher are dumped in his store. Is it advisable to him to sell out all books to vendors on the basis of their weight or keep the books online sale at reduced rates?
- Q12.** Assume yourself as media entrepreneur and critically comment on proposal of Community radio for targeted listeners.