

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, May 2019**

**Course: Understanding Media Organization**

**Programme: BBA ( Media Management )**

**Time: 03 Hours**

**Instructions: Attempt all sections and questions**

**Semester: IV**

**C. Code: HUMN3006**

**Max. Marks: 100**

**SECTION A**

Q.1.	Multiple choice questions / True and False. Choose correct answer with explanation	Marks	CO
	<p>i. One of the consequences of convergence is that types of media such as radio or film are losing their meanings as distinct, separate media types that are defined by their technologies.</p> <p>a. True. b. False.</p> <p>ii. Technological convergence largely directs and controls the other two main types of convergence.</p> <p>a. True. b. False.</p> <p>iii. Monopoly and oligopoly are synonymous economic media structures.</p> <p>a. True. b. False.</p> <p>iv. Which of the following reflects the three major trends in today' book industry?</p> <p>a. Diversification; intertwined with global media and entertainment; emergence of online booksellers, e-books, and on-demand printing. b. Mergers and consolidation; intertwined with global media and entertainment; emergence of online booksellers, e-books, and on-demand printing. c. Mergers and consolidation; intertwined with global media and entertainment; dramatically falling profits. d. None of the above.</p> <p>v. Newspapers primarily serve which functions?</p> <p>a. Surveillance. b. Correlation. c. Entertainment. d. All of the above. e. None of the above.</p> <p>vi. With the rise of the Internet and other new media, the publishing industry is no longer a major worldwide industry.</p> <p>a. True. b. False.</p> <p>vii. What is one of the big differences between traditional media and social media?</p> <p>a. Participatory production.</p>	<p><b>2X10=</b> <b>20</b></p>	<p><b>CO1,2</b></p>

	<p>b. Social media reaches only a few people at a time.</p> <p>c. The management structure of the companies.</p> <p>d. Traditional media offers no way for audiences to communicate with media producers.</p> <p>viii. Which of the following is NOT a fundamental area of change regarding people's media habits?</p> <p>a. Conversation.</p> <p>b. Collaboration.</p> <p>c. Choice.</p> <p>d. Communication.</p> <p>e. Curation.</p> <p>ix. Which of the following are primary functions of journalism in society?</p> <p>a. Surveillance.</p> <p>b. Correlation.</p> <p>c. Cultural transmission.</p> <p>d. All of the above.</p> <p>e. None of the above.</p> <p>x. Electronic news-gathering equipment changed</p> <p>a. How news was gathered.</p> <p>b. How fast news was delivered.</p> <p>c. How news was presented.</p> <p>d. All of the above.</p> <p>e. None of the above.</p>		
Q2.	<b>Write short notes on following</b>	<b>5x4=20</b>	<b>CO</b>
	<p>a. Managing people in media</p> <p>b. Marketing strategies of media organization</p> <p>c. Challenge and issues in media Survey</p> <p>d. Quality and cost control in media organization</p>		<b>CO2</b>
<b>SECTION B</b>			
	<b>Subjective/ long type questions</b>	<b>Marks</b>	<b>CO</b>
Q3.	How can companies whose primary business interests are not journalism hurt public service journalism in an age of media concentration?	<b>10</b>	<b>CO3</b>
Q4.	Discuss ways in which audiences can engage with each other and with media organizations. Do you think this has made audiences more active? Why or why not?	<b>10</b>	<b>CO3</b>
Q5.	Explain strategic planning in media organization with suitable examples.	<b>10</b>	<b>CO3</b>
<b>SECTION-C</b>			
	<b>Case/ application based questions</b>	<b>Marks</b>	<b>CO</b>
Q6.	Would you be willing to pay an annual television licensing fee if television networks and cable companies promised to show fewer commercials? If so, how much would you be willing to pay? Would you pay more to see no commercials?	<b>15</b>	<b>CO4</b>

Q7.	Imagine a media system that is entirely publicly funded and run by the government. What problems might arise with a publicly funded media system, and how might programming be different?	<b>15</b>	<b>CO4</b>
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**SECTION A**

Q.1.	Multiple choice questions. Choose correct answer with explanation	Marks	CO
	<p>i. Who was responsible for a 1947 landmark report entitled “A Free and Responsible Press” on the state of the press in the United States?</p> <ul style="list-style-type: none"><li>a. Knight Commission.</li><li>b. Hutchins Commission.</li><li>c. Ali Commission.</li><li>d. Wright Commission.</li><li>e. Warren Commission.</li></ul> <p>ii. News is gathered by reporters who usually cover specific groups, topics, or geographic areas called what?</p> <ul style="list-style-type: none"><li>a. Regions.</li><li>b. Domains.</li><li>c. Subjects.</li><li>d. Beats.</li><li>e. None of the above.</li></ul> <p>iii. Influence exerted by journalists' choice of news coverage that affects what people discuss is known as</p> <ul style="list-style-type: none"><li>a. Two-step influence model.</li><li>b. Agenda setting.</li><li>c. Pseudo-events.</li><li>d. Yellow journalism.</li><li>e. Gatekeeping.</li></ul> <p>iv. Which journalism style takes a voice oppositional to the status quo of government or business?</p> <ul style="list-style-type: none"><li>a. Alternative journalism.</li><li>b. Literary journalism.</li><li>c. Advocacy journalism.</li><li>d. Public journalism.</li><li>e. None of the above.</li></ul> <p>v. Which two concepts have largely replaced the notion of objectivity in journalism?</p> <ul style="list-style-type: none"><li>a. Trust and transparency.</li><li>b. Veracity and factuality.</li><li>c. Fairness and balance.</li><li>d. Truthfulness and speed.</li></ul>	<b>2X10=</b> <b>20</b>	<b>CO1,2</b>

	<p>e. Preparedness and thoroughness.</p> <p>vi. How could the future of the news business best be summed up in 2013?</p> <p>a. Newspapers have lost advertising revenues.  b. News bureaus have shut down.  c. Journalists and staff are being laid off.  d. All of the above.</p> <p>vii. Utilizing raw data that the public has gathered, in addition to reports from citizen journalists, to help create a news report is called</p> <p>a. Slashdot effect.  b. Mash-up.  c. Muckrakers.  d. Crowdsourcing.  e. None of the above.</p> <p>viii. Media organizations determine how much they can charge advertisers for space in their publication or air time in their state based on the audience reached or delivered to the advertiser. Which is not true?</p> <p>a. In broadcasting, the number is called the rating.  b. In print, the number is called cost per thousand audience members.  c. In online media, it is the CPM per 1,000 page views or unique visitors to a site or web page.  d. All are true.  e. None is true.</p> <p>ix. Which of the following ethical precepts can be used in media?</p> <p>a. The Golden Rule: do unto others as you would have them do unto you.  b. The Golden Mean: finding a middle way is better than an extreme.  c. The categorical imperative: rules or laws should only be used that would apply to everyone at all times.  d. All of the above can be used.</p> <p>x. Ethical issues in entertainment media would not include which of the following?</p> <p>a. Actors portraying characters in stereotypical roles in TV shows or movies.  b. Gratuitous depictions of sex or violence in TV shows or movies.  c. Product placements in children's programs on TV.  d. All of the above.  e. None of the above.</p>		
Q2.	<b>Write short notes on following</b>	<b>5x4=20</b>	<b>CO</b>
	<p>a. Hub and spoke model  b. Top-to bottom structure  c. Media recruitment process  d. Budgeting in media organisation</p>		<b>CO2</b>
<b>SECTION B</b>			
	<b>Subjective/ long type questions</b>	<b>Marks</b>	<b>CO</b>
Q3.	Consider the three main activities of the recording industry business model (creation, promotion, distribution) and think of ways that these activities could be altered using the	<b>10</b>	<b>CO3</b>

	Internet and things like crowdsourcing. Consider how your innovations might change the pricing structure of the recording industry.		
Q4.	Explain important considerations in production management of media	<b>10</b>	<b>CO3</b>
Q5.	Enumerates do's and don'ts of editorial management in media organization	<b>10</b>	<b>CO</b>
<b>SECTION-C</b>			
	<b>Case/ application based questions</b>	<b>Marks</b>	<b>CO</b>
Q6.	Why have magazines seemed to adjust better than newspapers to societal and technological change since World War II? Briefly outline a business plan for a successful twenty-first-century newspaper, including its target audience, content, and marketing strategy.	<b>15</b>	<b>CO4</b>
Q7.	As more newspapers reduce their pages, cut staff, go to digital formats entirely, or even shut down, consider the future of newspapers. Do you think they should change formats and do what magazines did more than forty years ago to counter the rise in popularity of television and specialize in subject matter? Would this strategy work for newspapers? Why or why not?	<b>15</b>	<b>CO4</b>