



UNIVERSITY OF NORTH BENGAL
B.A. Honours 6th Semester Examination, 2021

CC13-MASS COMMUNICATION AND JOURNALISM
MEDIA INDUSTRY AND MANAGEMENT

Full Marks: 60

ASSIGNMENT

*The questions are of equal value.
The figures in the margin indicate full marks.*

Answer any *three* questions

20×3 = 60

1. Define Media Management and explain its origin. 20
2. Explain the changing patterns of media ownership in India. 20
3. Explain with illustration the organizational structure of a typical daily newspaper house in India. 20
4. Comment on the main sources for revenue of:
(a) Daily Newspaper
(b) YouTube channel 10+10
5. Write short note on:
(a) TRP
(b) BARC. 10+10

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