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# B.Sc.(JAMC) (Sem.-3) MEDIA MANAGEMENT AND ETHICS

Subject Code: BJAMC-201 Paper ID: [C0619]

Time: 3 Hrs. Max. Marks: 60

#### **INSTRUCTION TO CANDIDATES:**

- 1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- 2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
- 3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

#### **SECTION-A**

## 1. Write briefly:

- i) Media
- ii) Management
- iii) Free speech
- iv) Liable
- v) Press
- vi) Contempt
- vii) Corporate ownership
- viii) AIR
- ix) Copyright
- x) Television

### **SECTION-B**

- 2. What is the nature of media ethics?
- 3. Mention four media laws.
- 4. What is the meaning of management?
- 5. Write a note on Article 19(i)(a).
- 6. When does contempt of court occur?

## **SECTION-C**

- 7. What are the internal and external pressures on media?
- 8. Discuss the laws and ethics concerning broadcasting.
- 9. What are the principles of media management?