

Mid-West University
Examinations Management Office
Birendranagar, Surkhet

End Semester - Examination, 2080

Subject: JMC 525- Media Management and Ownership

FM: 60

Level/program: Master (M.A)

Semester: II

Time: 3 Hours

PM: 30

Candidates are required to answer the questions in their own words as far as practicable.

Attempt **ALL** of the following Very Short Answer Questions.

10x1=10

1. Write about new field of management.
2. Media as an industry justify with a suitable example.
3. Write about the various types of media ownership.
4. What is the current situation of international information/news flow?
5. What do you mean my global media moguls?
6. Write about the impact of media monopoly.
7. Make a chart of organizational structure of a print media.
8. Write about the characteristics of media management
9. Distinguish between editor and media managers.
10. What do you mean by social responsibility of media management?

Attempt any Three of the Following Long Questions.

3x8 =24

11. Why is self-managing most important part of the media management? Write about various skills of managing self.
12. Write about the issues of working journalists in Karnali province and give important suggestions for Karnali province government and media owner.
13. How does the western media set the agenda and its effect globally? Describe.
14. Distinguish between leader and manager and write the qualities of a successful media manager.

Attempt any TWO of the Following Long Questions.

2x13 =26

15. In your opinion, is it possible to have a monopoly on content due to media ownership? Give your rationale and describe the problems seen in media ownership in Nepal.
16. What do you mean by the internal and external environment that influences media management? AS a media manager, how you a create a good environment for journalists and employee? Describe.
17. What is the reason for prohibition foreign investment in the media? Explain with suitable reason and mention the situation of foreign investment in media legal related provision in Nepal.
