

Roll No.....Department of Media Studies IUB. Name:.....
Sub: Media Management Mid Term
Total Marks: 10

Dr. M Shahzad

1. Tick the right option.

- I. There is only one kind of ownership in newspaper industry. T/F
- II. The main source for newspapers is black mailing. T/F
- III. The economic problems become a great obstacle in the way of journalistic freedom. T/F
- IV. Circulation is the lifeblood of newspaper. T/F
- V. Planning involves the determination stations, objectives and the plans. T/F

2. Fill in the blanks.

- I. Circulation means the number of copies _____
- II. Newspaper advertising, a popular avenue for _____ approach.
- III. _____ is the process of acquiring and combining human, financial and physical resources.
- IV. The main source of income for newspaper is _____
- V. In newspaper industry there are _____ and classified types of advertisements.

Short questions. Marks: 10

- I. What do you think about management .
- II. Define circulation department.
- III. Define two functions of management.
- IV. Define organizing.
- V. Describe traffic .

Essay Type. Marks: 10

- 1. Explain the management levels.
- 2. Write down the three definitions of management.