

TILAK MAHARASHTRA VIDYAPEETH, PUNE**M. A. MASS COMMUNICATION (External)****EXAMINATION: DECEMBER - 2025****THIRD SEMESTER****Sub: Media Management (MC- 24-304)**

Date: 19/12/2025**Total Marks : 40****Time: 2.00 pm to 4.00 pm**

Instruction:*All questions are compulsory.***Q. 1. Answer the following. (Any One) (15)**

A) List any four characteristics of media organizations. Explain the scope of media management in the modern media industry.

OR

B) What is media economics? Describe individual and corporate ownership with examples.

Q. 2. Write short notes. (Any Three) (15)

- 1) Explain how government policies affect media houses.
- 2) Explain the organizational structure of a digital media company.
- 3) Discuss any two leadership styles used in media.
- 4) What is audience segmentation?

Q. 3. Open Ended Question (10)

Apply crisis management strategies to a fake news incident.
