

Dr. Babasaheb Ambedkar Open University
Term End Examination January-2026

Course	: MJMC	Date	: 18 /02 /2026
Subject Code	: MAJMC/MAJMCOL-03	Time	: 03:00 to 05:15PM
Subject Name	: Media Occupations and Functions	Duration	: 02.15 Hours
		Max. Marks	: 70

Q-1 Explain the role of PR in crisis management. (14)

OR

What are the skills Required for Becoming an Editor in the News Paper Organization?

Q-2 What is the Watchdog Role in the Society? (14)

OR

What are the Aims and Objectives of Public Relations?

Q-3 Who does the advertising? Why is it needed? (14)

OR

Explain the role of reporters/stringers in the media.

Q-4 **Write Short Notes. (Any Two)** (14)

1. How Do Websites Make Money?
2. Discuss business journalism and corporate networking.
3. What is an Illustration?
4. Who is a Blogger?

Q-5 **Select the correct option from the following questions. (Two marks each)** (14)

1. Who is responsible for the overall content and policy of a newspaper?
(A) Reporter (B) Editor (C) Proofreader (D) Printer
2. The person who heads the production department in TV is called:
(A) Producer (B) Anchor (C) Cameraman (D) Script Writer
3. Which department is responsible for generating revenue in media?
(A) Editorial (B) Advertising (C) Printing (D) Library
4. A 'Stringer' in journalism is a:
(A) Regular staff (B) Part-time/Freelance reporter (C) Editor (D) Owner
5. Who checks the grammatical errors before final printing?
(A) Reporter (B) Sub-editor/Proofreader (C) Manager (D) Artist
6. 'Beat' in journalism refers to:
(A) Speed (B) Assigned area of reporting (C) Music (D) Deadline
7. PR stands for:
(A) Press Report (B) Public Relations (C) Private Record (D) Public Radio
