

THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE IN SOCIAL SCIENCES – 2021/2022
LEVEL 5 – 2nd SEMESTER
FINAL EXAMINATION
DSU5326-MEDIA ORGANIZATION AND MANAGEMENT



DURATION: THREE HOURS (3 HOURS)

Date: 11th February 2023

Time: 9.30 am – 12.30 pm

Instructions:

- Answer only five (05) questions.
- All questions carry equal marks.

1. How best can modern media organizations manage their affairs? Discuss with reference to functions of media management.
2. (a) Classify and describe the types of ownership patterns in media organizations with examples.

(b) Elaborate as to why a partnership in the context of ownership is more advantageous than a sole proprietorship?
3. Discuss the characteristics of media organizational structures. What in your opinion is the most appropriate organizational structure for a local electronic media organization. Defend your answer.
4. “Successful organizations depend on a vibrant management style.” Validate the above statement with reference to organizational leadership.
5. Programme planning and programme production are the core functions of any media outlet. How do the following functions contribute towards the above core functions?
 - (a) Programme Mix
 - (b) Programme Scheduling

6. Resource planning and resource management are vital for organizational sustainability. Critically analyse the above statement with reference to the prevailing economic crisis and its impact on media institutions.
7. The regulatory framework that governs Sri Lankan media curtails media freedom and prevents media in serving the public interest in a democracy. Do you agree or disagree with the above statement? Justify your argument with examples.
8. Design a complaints and grievances policy for a media institution considering the following:
 - (a) How complaints are accommodated
 - (b) How grievances are handled
 - (c) The mechanism set to resolve conflicts
9. Write short notes on the following:
 - (a) Advertiser's Control
 - (b) Steps of Strategic Planning Process
 - (c) Branding
 - (d) Difference between strategic and long-range planning

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