

THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF SOCIAL STUDIES
 BA DEGREE IN SOCIAL SCIENCES – LEVEL V
 FINAL EXAMINATION - SEMESTER II (2023/2024)
 DSU5326 MEDIA ORGANIZATION AND MANAGEMENT
 DURATION: THREE HOURS (3 HOURS)



Date: 11.08.2024

Time: 09.30 a.m. – 12.30 p.m.

Instructions:

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

1. How does Lather Gullick functions of media management defer from Koontz and O'Donnel?
Explain with reference to the needs of modern media management.
2. Prescribe and justify the most appropriate organizational structure for a local media organization.
Discuss the key structural areas that media organizations need to focus.
3. Achieving organizational goals requires collective effort on the part of the work force. Validate this statement giving reference to a newspaper organization.
4. Management styles and leadership involve unique ways of decision making and building relationships. Justify the above statement.
5. Discuss what needs to be considered by a Programme Manager in a Programme Mix.
6. Resource planning and resource management have a direct impact on the quality and standard of Programme delivery in media institutions. Critically analyze giving examples from the local context.
7. Strategic Planning is a vital component for media organizations to consider. Discuss its relevance.
8. Media Institutions are controlled by media proprietors as well as by advertisers. Discuss critically what this means.
9. Write short notes on **all four (04)** topics.
 - (a) Sole proprietorship vs Partnership
 - (b) Branding
 - (c) Conflict mediation
 - (d) Passing – off

