

THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF SOCIAL STUDIES
 BA DEGREE IN SOCIAL SCIENCES – LEVEL 5
 FINAL EXAMINATION– 2024/2025 (SEMESTER II)
 DSU5326 – MEDIA ORGANIZATION AND MANAGEMENT
 DURATION: THREE HOURS (03 HOURS)



Date: 9th August 2025

Time: 1.30pm - 4.30pm

Instructions:

- (1) Answer only five (05) questions.
 - (2) All questions carry equal marks.
1. Explain with examples the fundamental elements that are important in the context of media management.
 2. (a) Discuss the pros and cons of sole proprietorship and partnership. (b) Discuss the most viable form of proprietorship for an alternative local newspaper organization.
 3. It is the collective efforts of a workforce that contribute towards achieving organizational goals. Explain with reference to a newspaper organization.
 4. Programme mix and programme scheduling take into consideration audience diversity. Justify the above statement with reference to a local radio station.
 5. Resource planning and resource management go hand in hand. Discuss why both these key features are important in media management.
 6. Design a business plan covering all essential features. Discuss the importance of each element.
 7. The Sri Lankan regulatory framework on media, curtails media freedom than enabling media institutions to exercise the watch dog function. Do you agree or disagree with the above statement. Argue with examples.
 8. Organizational culture has a bearing on how effectively complaints, grievances and conflicts are handled by the management of an organization. Elaborate.
 9. Write short notes on the following.
 - (a) Advantages and disadvantages of Hubs and Spoke structure
 - (b) Autocratic leadership vs democratic leadership
 - (c) Techniques for managing resources
 - (d) Legal constraints on media freedom