



**THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE IN SOCIAL SCIENCES
LEVEL 5 SEMESTER II (2017/2018)
DSU5326 – MEDIA ORGANIZATION AND MANAGEMENT
FINAL EXAMINATION**

DURATION: THREE HOURS (03 HOURS)

Date: 26th May 2018

Time: 09.30 a.m. to 12.30 p.m.

Instructions:

- **Select only five (05) questions for essay type answers**
- **All questions carry equal marks (20 marks each)**

1. Harnessing creative values is utmost importance in media management. Discuss using a media organization in Sri Lanka.
2. Discuss the functions of media management with special reference to planning in media organization.
3. Strategic planning is more important than long term planning in the management of media organization. Discuss with examples.
4. Discuss the legislative frame work of media control in Sri Lanka using example.
5. Design a programme mix for a media channel that is more attractive for general public during the time period from 6.00 am to 12.00 noon, with justification.
6. What is organizational structure? Discuss how an organizational structure ensures creativity and smooth functioning of media organization.
7. Explain the major components of the business plan of a media organization.
8. Audience is the most crucial component of any media organization. Discuss the diversity of the audience and how the audience is catered in order to keep them intact with the organization.
9. Explain only 04 of the following concepts.
 - (i) Hub and spoke model
 - (ii) Right to information Act
 - (iii) Programme Monitoring
 - (iv) Resource estimating
 - (v) Grievances