

THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE IN SOCIAL SCIENCES – LEVEL 5
FINAL EXAMINATION– 2018/2019
DSU5326 – MEDIA ORGANIZATION AND MANAGEMENT
DURATION: THREE HOURS (03)



Date: 27th of July 2019

Time: 9.30 a.m. - 12.30 p.m.

Instructions:

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

1. What are the objectives fulfilled by media management? Discuss
2. Identify the types of media organizations in Sri Lanka and discuss the main characteristics of such organizations.
3. Collective efforts on the part of the respective departments lead to a significant outcome by a newspaper organization. Critically analyze the above statement.
4. The legal framework pertaining to the media industry requires revisions to achieve democratic benchmarks. Discuss the above statement with reference to revisions needed.
5. Design a programme mix for a media channel that can entice the public to be recipients from 6.00 a.m. and 10.00 p.m. with justification.
6. Discuss the main components of a business plan which suits a media organization.
7. "Resource planning and resource management are equally important". Why should this be so in the context of a media organization.
8. Catering to a diversified audience is complex. Discuss how media organizations cater to such an audience in an effective manner.

9. Write short notes on *any two (02)* of the following

- a. Matrix structure
- b. Autocratic management style vs Consultative management style
- c. Conflict mediation
- d. Programme scheduling

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