



तेजस्वि नावधीतमस्तु
ISO 9001:2008 & 14001:2004
NAAC ACCREDITED

FAIRFIELD Institute of Management & Technology

(Affiliated to GGSIP University, New Delhi)



'A' Grade Institute by DHE, Govt. of NCT Delhi, Affiliated to GGSIP University Delhi
and Approved by Bar Council of India & NCTE

BJ(MC): VI SEMESTER Media Organization & Management Exam code: 302

OBJECTIVE

The main objective of writing this assignment is to understand the various aspects of writing for media. Develop both linguistics and communication abilities. Write correctly using proper grammar, vocabulary, syntax, spellings and punctuation.

QUESTIONS

- Q1) Describe the principles and functions of management.
- Q2) Enumerate leadership styles and behavioral patterns
- Q3) Explain FDI in media Practices.
- Q4) What is the Importance of entrepreneurship and fund-raising?
- Q5) Write Note on - Cross media ownership & conglomerates.

PROCEDURE

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from Internet. The assignment should be handwritten and properly filled. Presentation of assignments is important; students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion
6. References
7. Softcopy and Hardcopy
8. Give proper headings and subheadings
9. Explain every topic in points and use diagrams, wherever applicable.
10. Put Examples etc.

OUTCOME:

After doing the assignment, students will be sensitized to equip themselves with the nuances of writing.

REFERENCE :

- 1 Hargie O, Dickson D, Tourish Denis Communication Skills for Effective Management, Palgrave Macmillan, India
2. Dr. Sakthivel Murugan M Management Principles & Practices, New Age International Publishers, New Delhi