



**BHARATI VIDYAPEETH'S
INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)**

(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi)

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ASSIGNMENT II

1. Which of the following is not a part of Print Media organization?
 - A. Editorial department
 - B. Publication department
 - C. Circulation department
 - D. Program Wing.

2. Which of the following is not a part of Television media organization?
 - A. IT department
 - B. PCR (Production control room)
 - C. MCR (Master Control Room)
 - D. Publication department

3. Which of the following is not a part of Radio Media organization?
 - A. Program Wing
 - B. Engineering Wing
 3. Audience Research Wing
 4. Circulation department

4. Media organisation holds an importance because:
 - A. They keep society informed
 - B. They boost rumours
 - C. They get induced by political party
 - D. Press-ID saves toll-tax

5. Chain ownership is considered when-
 - A. The owner has same pattern of Media ventures
 - B. The owner has Different types of Media ventures
 - C. The owner has other business apart from media organization
 - D. None of the above



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6. Cross media ownership is considered when-
- A. The owner has same pattern of Media ventures
 - B. The owner has Different types of Media ventures
 - C. The owner has other business apart from media organization
 - D. None of the above
7. Conglomerate media ownership is considered when-
- A. The owner has same pattern of Media ventures
 - B. The owner has Different types of Media ventures
 - C. The owner has other business apart from media organization
 - D. None of the above
8. Which of the following is not an ownership pattern?
- A. Public ownership
 - B. Private ownership
 - C. Community ownership
 - D. Academic ownership
9. Times group comes under the-
- A. Chain media ownership
 - B. Cross media ownership
 - C. Conglomerate media ownership
 - D. Vertical integration ownership
10. To promote India as a location destination for foreign producers, Indian government introduced-
- A. Single window clearance system
 - B. Free shooting permission
 - C. Local editor providing
 - D. None of the above
11. FDI in DTH (Direct to Home service) and Digital cable network has raised its limits:-
- A. From 74% to 100%



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- B. From 60% to 80%
- C. From 50% to 90%
- D. No increment introduced

12. What is the limit of FDI in scientific and technical magazine/journal/periodical publication?

- A. 100%
- B. 90%
- C. 80%
- D. 70%

13. What's the limit of FDI in a firm dealing with publication of newspapers and periodicals?

- A. 26%
- B. 30%
- C. 40%
- D. 50%

14. Which of the following is not a part of TV Organizational Structure?

- A. Input Desk
- B. Output Desk
- C. Layout Desk
- D. MCR (Master Control Room)

15. How many Community Radio stations in India are listed under Ministry of Information and Broadcasting?

- A. 140
- B. 240
- C. 256
- D. 340

16. Management cannot be defined as:

- A. Management is the coordination and administration of tasks to achieve the goals of an organization
- B. Management is systematic effort to coordinate the efforts of staff in an Organization.



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- C. The process by which a co-operative group directs actions towards common goals.
- D. Maintaining Media and community relations for the reputation of an organization

17. Management is important in an organization:

- A. To Achieve organization's goals efficiently
- B. For the smooth functioning of an Organization
- C. To enhance productivity of an Organization
- D. All of the above

18. Which of the following is not a function of Management?

- A. Planning
- B. Organizing.
- C. Staffing
- D. Destroying

19. Which of the following is not a principle of Management?

- A. Division of Work
- B. Diversity of Direction
- C. Unity of Command
- D. Authority and Responsibility

20. Which of the following is a Principle of Management?

- A. Unity of Direction
- B. Indiscipline
- C. Clutter
- D. Unhealthy environment

21. An Organization needs Management because:

- A. To achieve the Organization's goals
- B. To spread rumors
- C. To pressurize employees
- D. To limit Organization's productivity



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22. A good Management is Accountable towards:

- A. Employees of the Organization
- B. Administration of the Organization
- C. Both A and B
- D. None of the above

23. A good management has the responsibility to:

- A. To provide a healthy environment to the employees
- B. To provide quality services/products to the target public
- C. To maintain a communicative system in an organization
- D. All of the above

24. Management has the Authority to:

- A. Give directions and framework to the members of an organization
- B. To create clutter among the members of an organization
- C. To terminate any member without explaining the reason
- D. To make the employees work after the designated hours

25. Leadership is:

- A. Forcing members to complete a task
- B. The process of encouraging and helping team-members towards an Objective
- C. Ordering Members to complete an Objective
- D. Keep on checking on members every now and then