

(Please write your Exam Roll No.)

Exam Roll No. 112

END TERM EXAMINATION

SIXTH SEMESTER [BA(JMC)] MAY-JUNE 2019

Paper Code: BAJMC-302

Subject: Media Management and
Entrepreneurship

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal Choice is indicated.

- ✓ Q1. Write short notes on any three of the following. (3x5=15)
✓ (a) FDI in media industry
✓ (b) Management functions
✓ (c) Revenue generation by start-ups
(d) Marketing media products
- ✓ Q2. Is Cross Media Ownership a threat to Democracy? Elaborate in context to the case study of Times Group. (15)
OR
What is media organization and management? What is the structure and hierarchy of a media company?
- ✓ Q3. What is the need for media management? In the era of digital media how media management is done. (15)
OR
"Leadership is an important function of media management." Explain and elaborate the need of leadership and its main functions.
- ✓ Q4. What are the essential steps involved in setting up media organisation? Can digital media help establishing a start up? (15)
OR
What do you mean by Human Resource Management? What is the role and importance of HR in media?
- ✓ Q5. What do you understand by Media Entrepreneurship? What are the challenges faced by entrepreneurs? (15)
OR
"Media and Entertainment industry is growing at a fast pace". What are the emerging trends? Support your answer with research.
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