

END TERM EXAMINATION

SIXTH SEMESTER [BA(JMC)] JULY-2023

Paper Code: BA (JMC)-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: (5x3=15)
- (a) Responsibility and Accountability
 - (b) Management Functions
 - (c) Managing Cost and Revenue Relationship
 - (d) Marketing Media Products
 - (e) Conglomerate

UNIT-I

- Q2 Discuss the various Ownership Patterns of Media Organization. (15)
- OR**
- How does FDI affect the media and Entertainment Industry in India?

UNIT-II

- Q3 What is need of Media Management? Discuss the Henry Fayol's Principles of Management. (15)

OR

What is the role of leadership in Management? Describe the different types of Leadership.

UNIT-III

- Q4 What is the role of HR in any organization? Define the HR planning process in detail. (15)

OR

What are the steps involved in establishing a Media Organization or Start up?

UNIT-IV

- Q5 Define Media Entrepreneurship. Discuss the various challenges associated with it. (15)

OR

Discuss the Emerging Trends in Entertainment and Media Industry.
