

END TERM EXAMINATION

SIXTH SEMESTER BA [JMC] JUNE- 2024

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 the following:

(5x5=25)

- Innovation in media business
- Differentiate between responsibility and authority
- Role of human resource management
- Conglomerates
- Draw a structure of any one media organisation

Q2. Examine the ownership pattern of media organisation in India. (12.5)

OR

Q3. FDI in media is boon as well as bane. Critically analyse with suitable examples. (12.5)

Q4. Explain functions of management with the help of examples. (12.5)

OR

Q5. What do you understand by leadership? Elaborate different types of leadership. (12.5)

Q6. Discuss the different methods of revenue generation by media organizations (12.5)

OR

Q7. Elaborate on the steps involved in establishing a media organisation. (12.5)

Q8. Critically analyse the emerging trends in media and entertainment industry. (12.5)

OR

Q9. What is media entrepreneurship? Explain various challenges faced by media entrepreneurs. (12.5)
