(Please write your Exam Roll No.) *Exam Roll No.* 01214202422

END TERM EXAMINATION

SIXTH SEMESTER [BA(JMC)] MAY-JUNE 2025

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 Attempt the following questions: **(5x5=25)**

a) Outline the unique characteristics of media organisations.

b) Define media economics and discuss its importance in contemporary media practices

c) Differentiate between the two primary revenue models employed by media enterprises.

d) Describe the role of planning in effective media management.

e) Explain the concept of media entrepreneurship.

Q2 Evaluate the significance and impact of Foreign Direct Investment (FDI) in the Indian media and entertainment industry. **(12.5)**

OR

Q3 Create a strategic entrepreneurship plan for launching a digital media startup, emphasizing innovation, financial sustainability, and competitive advantage. **(12.5)**

Q4 Examine management responsibilities, authority, and accountability in a media organization and discuss their impact on efficiency and effectiveness. **(12.5)**

OR

Q5 Critically analyse the impact of cross-media ownership in light of the Times Group and Reliance Communications case studies. **(12.5)**

Q6 Analyze the key steps involved in establishing a media organization or start-up. How do these steps differ when launching in a digital media environment? **(12.5)**

OR

Q7 Evaluate the various methods of revenue generation for media organizations and start-ups. How can they effectively balance cost management with revenue growth? Support with examples. **(12.5)**

Q8 Explain the key strategies used in marketing media products. How do these strategies vary between traditional media and digital media platforms? **(12.5)**

OR

Q9 Critically examine the significant challenges faced by media entrepreneurs today. What are the emerging trends that are reshaping the entertainment and media industry? **(12.5)**

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