

# 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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