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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 02- 01-2025 **Time:** 01:00 pm – 04:00 pm |

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| **School:** SOMS | **Program:** BA Journalism | |
| **Course Code:** BAJ3003 | **Course Name**: Media Management and Entrepreneurship | |
| **Semester**: III | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **10** | **10** | **20** | **40** | **20** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Answer ALL the Questions. 10 x 2Marks=20Marks** | | | | |
| **1** | What role does a franchisee play in media ownership? | **2 Marks** | **L1** | **CO1** |
| **2** | What are the key elements of strategic planning in media management? | **2 Marks** | **L1** | **CO1** |
| **3** | How do partnerships differ from sole proprietorships? | **2 Marks** | **L1** | **CO1** |
| **4** | What is policy formulation in media management? | **2 Marks** | **L1** | **CO1** |
| **5** | Define the significance of media management | **2 Marks** | **L1** | **CO1** |
| **6** | Define ABC | **2 Marks** | **L2** | **CO2** |
| **7** | What are the core functions of the Editorial Department? | **2 Marks** | **L2** | **CO2** |
| **8** | List two roles in the Production Department of a media company. | **2 Marks** | **L2** | **CO2** |
| **9** | List the primary function of the Advertising Department in media. | **2 Marks** | **L2** | **CO2** |
| **10** | Name any four bodies associated with media regulation in India. | **2 Marks** | **L2** | **CO2** |

**Part B**

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| **Answer the Questions Total 80 Marks.** | | | | | |
| **11.** | **a.** | "Identify and analyze the transformation of the print media industry in response to the rise of digital media, focusing on shifts in audience behavior, advertising revenue models, content delivery methods, and technological integration, supported by examples of successful adaptations and ongoing challenges." | **20 Marks** | **L3** | **CO3** |
| **or** | | | | | |
| **12.** | **a.** | "Identify the role of the Central Board of Film Certification in balancing content regulation with creative freedom, and analyze its impact on filmmakers, audiences, and the broader film industry." | **20 Marks** | **L3** | **CO3** |
|  |  |  |  |  |  |
| **13.** | **a.** | Analyze the role of local newspapers, magazines, and newsletters in print media and their impact on information dissemination and community engagement. | **20 Marks** | **L4** | **CO4** |
| **Or** | | | | | |
| **14.** | **a.** | Analyze the contribution of Doordarshan in promoting educational content and its impact on rural development in India. | **20 Marks** | **L4** | **CO4** |

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| **15.** | **a.** | "Examine the historical evolution of the Press Trust of India (PTI), highlighting its key milestones and growth phases, and analyze its role in shaping news dissemination in India with a specific focus on its impact on journalism standards, technological advancements, and adaptability in the digital media era." | **20 Marks** | **L4** | **CO4** |
| **Or** | | | | | |
| **16.** | **a.** | "Inspect how local newspapers leverage digital platforms, community-focused content, and audience interaction strategies to maintain engagement and competitiveness in the digital age, providing specific examples of successful initiatives and their outcomes." | **20 Marks** | **L4** | **CO4** |

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| **17.** | **a.** | "Assess emerging future trends in media management and entrepreneurship, including technological advancements, audience behavior shifts, content monetization strategies, and innovative business models, and evaluate how media organizations can effectively adapt to maintain competitiveness and sustainability in an evolving industry." | **20 Marks** | **L5** | **CO5** |
| **Or** | | | | | |
| **18.** | **a.** | Explain the role of advertising and sales strategies in media management and how they help media organizations stay competitive. | **20 Marks** | **L5** | **CO5** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***