Roll No											

PRESIDENCY UNIVERSITY

GAIN MORE KNOWLEDGE REACH GREATER HEIGHTS

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Odd Semester End Term Examination

Date: 18/12/2025 **Time:** 09.30 AM - 12.30 PM

Course Code: BAJ3003	**Course Name:** Media Management and Entrepreneurship	
Semester: III SEMESTER	**Max. Marks:** 100	**Weightage:** 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	20	20	45	45

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 Following Questions. 30M

Qn.	Questions	M	CO	BT
1	Explain vertical ownership of media.	5.0	CO1	BT2
2	Explain the organizational and financial management functions of media management.	5.0	CO1	BT2
3	Identify examples that explain skimming and penetrative pricing strategies.	5.0	CO2	BT3
4	Differentiate between performance-based and activity-based budgeting.	5.0	CO2	BT4
5	List the traits of a successful media entrepreneur.	5.0	CO3	BT4
6	Evaluate the benefits of using AI-based personalization in media.	5.0	CO4	BT5

Part B: Answer Any 5 Following Questions. 50M

Qn.	Questions	M	CO	BT
7	Explain the structure of a print media business.	10.0	CO1	BT2
8	Apply the concept of syndication and licensing model to show how the companies using this model earn their revenue.	10.0	CO2	BT3
9	Examine the types of audience niches.	10.0	CO3	BT4
10	Analyze the key characteristics and types of digital media startups in India.	10.0	CO3	BT4

11	Explain government control vs self-regulation in different forms of media.	**10.0**	**CO4**	**BT5**
12	Explain the challenges in using AI for personalisation.	**10.0**	**CO4**	**BT4**

Part C: Answer Any 1 Following Questions. 20M				
Qn.	**Questions**	**M**	**CO**	**BT**
13	Examine the types of investors and investments.	**20.0**	**CO3**	**BT4**
14	Explain the ways in which digital innovations have revolutionized media.	**20.0**	**CO4**	**BT4**