Roll No: | | | | | | | | | | | |

GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS

PRESIDENCY UNIVERSITY

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

Mid Term Examinations - October 2026

Date: 06/10/2026 **Time:** 11:45 AM - 01:15 PM

Course Code: MDS2007 **Course Name:** Media Entrepreneurship & Digital Monetization

Semester: Third Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2
Marks	45	40

Part A: Answer Any 2 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	Explain the importance of the startup ecosystem for media entrepreneurs.	5	CO1	BT2
2	Explain the B2C business model.	5	CO1	BT2
3	Explain the importance of an entrepreneurial mindset.	5	CO1	BT2

Part B: Answer Any 2 Following Questions. 20 M

Q.N.	Questions	M	CO	BT
4	Discuss the different sources of funding and investment available for media startups.	10	CO1	BT2
5	Explain the B2B business model with suitable examples.	10	CO1	BT2
6	Discuss the characteristics of freemium and membership business models in generating revenue for media businesses.	10	CO1	BT2

Part C: Answer Any 1 Following Questions. 20 M

Q.N.	Questions	M	CO	BT
7	Examine the ways through which advertising contributes to the sustainability of digital media businesses, with suitable examples.	20	CO2	BT4
8	Analyze the effectiveness of any four direct monetization strategies with suitable examples.	20	CO2	BT4