

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MEDIA STUDIES
END TERM EXAMINATION - JAN 2023**

Semester : Semester III - 2021

Course Code : BAJ 3003

Course Name : Sem III - BAJ 3003 - Media Management and Entrepreneurship

Program : BA Journalism and Mass Communication

Date : 5-JAN-2023

Time : 9.30AM - 12.30PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.

PART A

ANSWER ALL THE FOLLOWING QUESTIONS

15 X 2 = 30M

1. _____ is the full form of DAVP
a) Directorate of Advertising and Visual Publicity (CO1) [Knowledge]
b) Directorate of Application and Virtual Policy
c) All of the above
2. _____ is the nodal agency taking care of governments advertising and image.
a) Directorate of Advertising and Visual Publicity (CO1) [Knowledge]
b) Directorate of Application and Virtual Policy
c) All of the above
3. _____ means an employee delivers the best if they feel secure in their job.
a) Stability (CO1) [Knowledge]
b) Planning
c) Management
4. Expand TRP
a) Television Rolling Point (CO2) [Knowledge]
b) Television Roaming Plot
c) Television Rating Point
d) None of the above

5. INS can be expanded as
a) Indian national survey (CO2) [Knowledge]
b) indian newspaper society
c) International news service
6. How is the popularity of newspapers calculated?
a) Circulation (CO2) [Knowledge]
b) Verbal visual ratio
c) None of the above
7. _____ means concentration of authority at the top level.
a) Centralization (CO3) [Knowledge]
b) Decentralization
c) None of the above
8. The first major newspaper in India The Bengal Gazette was started in _____
a) 1960 (CO3) [Knowledge]
b) 1780
c) 1823
9. _____ means sincerity, obedience, respect of authority and observance of rules and regulations of the enterprise.
a) Discipline (CO3) [Knowledge]
b) Planning
c) Organizing
10. Entrepreneurship Development Program is helpful for
a) First-generation entrepreneurs (CO4) [Knowledge]
b) Future generation entrepreneurs
c) All of the above
11. _____ is a series of systems used by companies to communicate the value of a product or service to customers.
a) marketing (CO4) [Knowledge]
b) interpersonnel
c) counseling
12. _____ are the collective communication outlets or tools that are used to store and deliver information or data.
a) Media (CO4) [Knowledge]
b) channel
c) receiver
13. _____ is an example of Cross ownership.
a) Disney (CO1) [Knowledge]
b) Tribune
c) None of the above
d) All of the above
e) Default option text

14. Which of the following is not a media ownership pattern. (CO2) [Knowledge]
- a) Cross ownership
 - b) Individual
 - c) Management
15. The first major newspaper in India The Bengal Gazette was started in _____ (CO3) [Knowledge]
- a) 1960
 - b) 1780
 - c) 1823

PART B

ANSWER ALL THE FOLLOWING QUESTIONS

8 X 5 = 40M

16. What are the different ownership patterns in an organization. (CO1) [Comprehension]
17. What do you understand by Media as a product, Explain and give necessary examples. (CO1) [Comprehension]
18. What is the main objective of INS? (CO2) [Comprehension]
19. What is the main objective of DAVP? (CO2) [Comprehension]
20. Explain the journey of Radio as a medium of communication. (CO3) [Comprehension]
21. Explain the journey of TV as a medium of communication. (CO3) [Comprehension]
22. What is your understanding of the word entrepreneurship? (CO4) [Comprehension]
23. What are the challenges faced by entrepreneurs in their business? (CO4) [Comprehension]

PART C

ANSWER ALL THE FOLLOWING QUESTIONS

2 X 15 = 30M

24. What are the major functions of management? Why is management of media required? (CO1) [Application]
25. Discuss the current media scenerio with the help of relevant examples. (CO3) [Application]
