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**PRESIDENCY UNIVERSITY
BENGALURU**

SET B

**SCHOOL OF MEDIA STUDIES
END TERM EXAMINATION - JAN 2024**

Semester : Semester III - 2022

Course Code : BAJ 3003

Course Name : Media Management and Entrepreneurship

Program : BA Journalism and Mass Communication

Date : 04-JAN-2024

Time : 1:00 PM - 4:00 PM

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.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

4X5M=20M

1. Explore the role of advertising in media programs. How does advertising impact program content, and what are the ethical considerations associated with product placements and sponsorships?
(CO1) [Knowledge]
2. Evaluate the importance of value-based programming in the Indian media landscape. How can media programs contribute to values such as tolerance, diversity, and inclusivity?
(CO1) [Knowledge]
3. Investigate the role of media in promoting social awareness through programs addressing issues like health, hygiene, environment, and social justice. Provide examples of impactful campaigns.
(CO1) [Knowledge]
4. Discuss the influence of political programs, including debates, interviews, and analysis shows, on public opinion and political discourse in India. How do these programs contribute to a healthy democracy?
(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5X10M=50M

5. **Explain Relevance Television: how they play in creating awareness among the people for the various programmes and policies launched by the government.**
 - How do satellite television broadcasts cater to diverse regional and global audiences, and what challenges do they face in doing so?
 - What is the significance of local cable networks in bringing hyper-local content to viewers, and how do they differ from satellite channels?

(CO3) [Comprehension]

6. Out line Importance of Learning the Film Craft:

- Why should students aspiring to enter the film industry invest time and effort in learning the craft of film-making, and how does this knowledge contribute to their versatility and adaptability? if you have made any film to university ? if so describe process and out line what you have learnt
- Can you outline specific skills and insights gained through learning film-making that are valuable for aspiring filmmakers, producers, or industry professionals?

(CO3) [Comprehension]

7. Delve into the significance of university magazines by considering their multifaceted roles within the academic community. Explain why university magazines matter and explore their impact on various stakeholders, including students, faculty, and the broader university environment. Provide a detailed response that encompasses aspects such as fostering a sense of community, showcasing academic achievements, and serving as a platform for creative expression. How do university magazines contribute to the intellectual and cultural richness of the university experience? Offer examples or instances where university magazines have played a pivotal role in enhancing the overall educational environment or promoting student engagement.

(CO3) [Comprehension]

8. Write on Print Media:

- How do local newspapers remain relevant in the digital age, and what strategies do they employ to engage readers?
- What role do brochures and pamphlets play in local businesses' marketing strategies, and how effective are they in reaching target audiences?

(CO3) [Comprehension]

9. Compile a list of 5 English, 5 Hindi, and 5 regional television channels that you frequently watch or are aware of. Provide a detailed overview of the programs that are currently aired on each channel, highlighting specific genres such as news, entertainment, sports, and cultural programs. Additionally, share your personal preferences and opinions on the existing program lineup. What types of programs do you believe should be introduced or emphasized to cater to a diverse audience and enhance viewer satisfaction? Offer insights into your ideal program lineup based on your interests and preferences.

(CO3) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2X15M=30M

10. **What is Media Products: Explain** and How do media companies in India strategically design and package their products, considering the diverse preferences of the Indian audience ? Explore specific examples of successful media products and analyze the factors contributing to their popularity.

(CO4) [Application]

11. As a student aspiring to be a media entrepreneur, envisioning the enhancement of your media house involves strategic planning and thoughtful execution. How would you outline a detailed action plan encompassing content strategy, revenue model development, technological innovation, and audience engagement to not only differentiate your media house but also ensure sustainable growth in a dynamic and competitive media landscape?

(CO4) [Application]