PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF MEDIA STUDIES
MID TERM EXAMINATION - OCT 2023

Semester : Semester III - 2022
Course Code : BAJ 3003
Course Name : Sem III - BAJ 3003 - Media Management and Entrepreneurship
Program : BAJ

Date : 31-OCT-2023
Time : 9:30AM - 11:00AM
Max Marks : 50
Weightage : 25%

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   **(5 X 2 = 10M)**

1. How does this department maintain the editorial standards of the organization?

(CO1) [Knowledge]

2. What role does planning play in effective media management?

(CO1) [Knowledge]

3. Define media as an industry and as a profession.

(CO1) [Knowledge]

4. For business of food industy in univeristy, how do you market in social media, what all channels you use

(CO1) [Knowledge]

5. Explain the advantages and disadvantages of sole proprietorship in media.

(CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS   **(2 X 10 = 20M)**

6. Explain the hierarchy and functions of the Editorial department in a media company, highlighting its role in content creation and quality control. How does this department maintain the editorial standards of the organization?

(CO1) [Comprehension]

7. Describe the organizational structure and functions of the Advertising department, emphasizing its role in marketing and advertising campaigns. How does this department interact with advertisers and enhance the media organization's market presence?

<div align="right">(CO1) [Comprehension]</div>

PART C

ANSWER ALL THE QUESTIONS   **(1 X 20 = 20M)**

8. In today's rapidly evolving media environment, what ethical challenges and responsibilities do media professionals face, and how do these differ from traditional media practices? Explore the intersection of media as a profession and the changing dynamics of the industry, and discuss potential strategies for addressing ethical dilemmas in the digital age.

<div align="right">(CO2) [Application]</div>