



### VI SEMESTER B.TECH. (MEDIA TECHNOLOGY)

### GRADE IMPROVEMENT EXAMINATIONS, JULY 2021

**SUBJECT: MEDIA MANAGEMENT AND ENTREPRENEURSHIP [MED 4052] - PE- II**

**REVISED CREDIT SYSTEM**

**( 12 /07/2021)**

Time: 2 Hours

MAX. MARKS: 40

#### Instructions to Candidates:

- ❖ Answer **ANY FOUR FULL** questions.
- ❖ Missing data may be assumed suitably.

**1A.** What is the necessary of an effective management in present media industry?  
Explain four major functions of media management.

**1B.** Explain the various strategies that newspaper industry should adopt to uphold their revenue in the present market.

**[ 05 + 05]**

**2A.** Design an organization structure for a new radio station and explain its working in detail.

**2B.** Discuss the organization structure and working of a TV station.

**[ 05 + 05]**

**3A.** "Media Management is a dynamic process" Justify with suitable examples.

**3B.** Discuss the various functions of management in media industry.

**[ 05 + 05]**

**4A.** Explain the role of followings on entrepreneurship

- a)** Education
- b)** Role models and support systems

**4B.** With a suitable example, explain how an entrepreneur think differently than a common person.

**[ 05 + 05]**

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**5A.** Explain the new media business opportunities in the following field

- a)** Webcasting business
- b)** Online gaming business

**5B.** Explain the motivation for new media business creations in detail

**[ 05 + 05]**

**6A.** Explain the role of internet in preparing Media business plan.

**6B.** Discuss the importance of addressing followings in business plan presentation.

- a)** Assessment of Risk
- b)** Operation plan

**[ 05 + 05]**