



VI SEMESTER B.TECH. (MEDIA TECHNOLOGY)

END SEMESTER EXAMINATIONS, MAY 2022

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

REVISED CREDIT SYSTEM

Time: 3 Hours

MAX. MARKS: 50

Instructions to Candidates:

- ❖ Answer **ALL** the questions.
- ❖ Missing data may be assumed suitably.

1A.	Discuss the following problems faced by the labour market in the Indian Media Industries a) Lack of Absorption of Skilled Labour b) Imperfections c) Work Culture d) Militant Unionism
1B.	Discuss the need for management in the Media and Entertainment Industry
1C	Compare the following media management styles. a) Autocratic & Consultative b) Democratic & Laissez-faire
	[04 + 03+ 03]
2A.	Prepare an organizational structure for a Newspaper Industry
2B.	Explain the evolution of Trade unions and discuss their importance in Media Industry
2C	Indicate the importance of projecting the following in a business plan presentation. a) Operational Plan b) Financial Plan.
	[04 + 03+ 03]
3A.	Explain the four major problems faced by small newspaper industries in INDIA
3B.	Explain the role of the followings on entrepreneurship. a) Age b) Moral support network c) Work history
3C	Discuss, how do the following factors affect media market structure? a) Buyers and sellers (producers) concentration in the market, b) Differentiation among products c) Barriers to entry for new competitors

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	[04 + 03+ 03]
4A.	Given an opportunity, how do entrepreneurs think differently? Discuss with suitable examples.
4B.	Design and explain an organizational structure for a new radio station and explain its working in detail.
4C	Differentiate between the following market structures a) Monopoly and Perfect competition b) Oligopoly and Monopolistic competition
	[04 + 03+ 03]
5A.	Explain the five skills required to manage media industries.
5B.	Explain the organizational structure and working of a TV station.
5C	Explain the new media business opportunities in the following fields. a) Mobile media business b) Online gaming business
	[04 + 03+ 03]