

Bharati Vidyapeeth's
Institute of Computer Applications and Management (BVICAM)
A-4, Paschim Vihar, New Delhi-63
SIXTH SEMESTER [BA (JMC)] Internal Examination, March 2024

Paper Code: BA (JMC) 302**Subject: Media Management and Entrepreneurship****Time: 2 Hours****Maximum Marks: 45**

Note: Attempt THREE questions in all. Question No. 1 is compulsory, and attempt one question from each unit.

1.	Answer all the following questions briefly: -			1.5 × 10 = 15
	(a)	Explain the typical structure of a media organization.		CO2
	(b)	Analyze the strategies used by conglomerates to maintain dominance in multiple media sectors		CO4
	(c)	Analyze the pros and cons of allowing FDI in the Indian media industry.		CO4
	(d)	Assess the effectiveness of management principles in addressing contemporary business challenges		CO4
	(e)	Explain the relationship between responsibility, authority, and accountability.		CO2
	(f)	Analyze the needs fulfilled by various leadership styles.		CO4
	(g)	Analyze the role of market research in media planning.		CO4
	(h)	Provide examples of how directors influence media content.		CO3
	(i)	Analyze the importance of feedback mechanisms in controlling media operations		CO4
	(j)	Analyze the skills and qualifications needed for various roles in media organizations.		CO4
UNIT - I				
2.	(a)	Explain the significance of organizational structure in media entities. Compare and contrast the organizational structures of traditional media outlets with new media platforms.	5	CO2
	(b)	Using case studies, analyze how ownership patterns impact media organizations' business strategies, market positioning, and audience engagement. Evaluate the role of ownership consolidation in the media industry.	5	CO4
	(c)	Create a hypothetical scenario where cross-media ownership regulations are tightened.	5	CO6

3.	(a)	Devise a policy framework for FDI in the Indian media and entertainment sector.	5	CO6
	(b)	Provide examples of how FDI has impacted specific media companies in India.	5	CO2
	(c)	Using case studies, examine the business models, market strategies, and competitive advantages of the Times Group and Reliance Communication. Evaluate the impact of their cross-media ownership on media market dynamics.	5	CO5
UNIT - II				
4.	(a)	Explain how management principles contribute to achieving organizational goals and objectives.	5	CO2
	(b)	Compare the different management approaches and their suitability for various organizational contexts.	5	CO6
	(c)	Provide examples of how effective planning, organizing, directing, staffing, controlling, and coordination contribute to organizational success.	5	CO2
5.	(a)	Design a strategic plan that effectively utilizes planning, organizing, directing, staffing, controlling, and coordination to address specific organizational challenges.	5	CO6
	(b)	Evaluate the impact of effective delegation and empowerment on employee morale and productivity.	5	CO5
	(c)	Describe the role of leadership in inspiring, motivating, and guiding individuals and teams towards achieving common goals.	5	CO2