



**BHARATI VIDYAPEETH'S  
INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)**

(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi)

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### **UNIT-I**

1. Define the term "Media Organisation" and discuss its significance in the contemporary world.
2. Explain the different ownership patterns prevalent in media organizations. Provide examples to illustrate each pattern.
3. Analyze the case studies of Times Group and Reliance Communication in terms of cross-media ownership and conglomerates. What impact do these practices have on media diversity?
4. Evaluate the role of Foreign Direct Investment (FDI) in the Indian Media and Entertainment Industry. What are the potential advantages and challenges associated with increased FDI in this sector?

### **UNIT-II**

1. Define management and discuss the need for effective management in media organizations. Identify and explain the key principles of management
2. Differentiate between responsibility, authority, and accountability in the management context. How do these concepts contribute to effective organizational functioning?
3. Discuss the importance of leadership in media organizations. Identify the needs that effective leadership fulfills and explore different types of leadership styles relevant to the media industry.
4. Explain the functions of management and elaborate on the significance of each in the context of media organizations.

### **UNIT-III**

1. Outline the steps involved in establishing a media organization or start-up. What challenges might entrepreneurs face during this process?
2. Explore the roles and responsibilities of human resource management in media organizations. How does effective HR management contribute to organizational success?
3. Analyze various methods used by media organizations and start-ups to generate revenue. Discuss the advantages and disadvantages of each method.
4. Discuss the importance of managing the relationship between costs and revenue in media organizations. How can organizations strike a balance to ensure financial sustainability?



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**UNIT-IV**

- 1.** Explain the unique challenges and strategies involved in marketing media products. Provide examples of successful media product marketing campaigns.
- 2.** Explore the role of innovation and entrepreneurship in the media business. How can media organizations foster a culture of innovation?
- 3.** Identify and discuss the specific challenges faced by entrepreneurs in the media industry. How can these challenges be overcome?
- 4.** Highlight and analyze the emerging trends in the entertainment and media industry. How do these trends impact the strategies adopted by media entrepreneurs?