



K25P 0835

Reg. No. :

Name :

IV Semester M.A. Degree (CBCSS – OBE – Regular)
Examination, April 2025
(2023 Admission)
JOURNALISM AND MASS COMMUNICATION
MAJMC04C 15 – Media Management and Entrepreneurship

Time : 3 Hours

Max. Marks : 60

PART – I : Short Notes

Write short notes on **any five** of the following. **Each** answer carries 3 marks. (5×3=15)

1. Key organisational functions in media companies.
2. Media convergence and its impact on the industry.
3. Characteristics of successful media entrepreneurs.
4. Market opportunities in the digital media landscape.
5. Importance of audience behavior analysis in media management.
6. Business acceleration and growth strategies for media ventures.

PART – II : Short Essays

Write short essays on **any three** of the following. **Each** answer carries 6 marks.

(3×6=18)

7. Explain the concept of media economics with examples.
8. Describe the importance of strategic vision and mission in media ventures.
9. Discuss the influence of social media on content distribution strategies.
10. Analyse the role of storytelling formats in media innovation.
11. Outline the essential steps in building a media brand from scratch.

P.T.O.



PART – III : Long Essays

Write long essays on **any three** of the following. **Each** answer carries **9** marks. (3×9=27)

12. Examine the ownership patterns and regulatory environment of Indian media.
13. Critically evaluate the process of licensing and capital acquisition for a media startup.
14. Discuss the impact of global media trends on local content creation and audience preferences.
15. Analyze the importance of financial planning and cost control in sustaining media ventures.
16. Explore the risks and rewards of adopting emerging technologies in media entrepreneurship.

