



Name :

Roll No. :

Invigilator's Signature :

**CS/BMS(H)/SEM-5/MMS-502/2009-10
2009**

ENTREPRENEURSHIP IN MEDIA

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives of the following : $10 \times 1 = 10$

- i) Radio Mirchi is owned by
 - a) The Times Group
 - b) The Hindustan Times Group
 - c) Entertainment Info Group
 - d) Reliance Group.
- ii) FDI upto in Indian entities publishing newspapers and periodicals dealing in news and current affairs is allowed.
 - a) 49%
 - b) 71%
 - c) 26%
 - d) 13%.



- iii) The new channel “Colors” is a joint venture of
- a) AOL and Time Warner
 - b) Viacom and TV 18
 - c) ABP and UTV
 - d) Sun and Hyde Park Entertainment Group.
- iv) was the first private Indian TV channel.
- a) Eenadu TV
 - b) Zee TV
 - c) Star TV
 - d) Sony TV.
- v) Which company owns “Big FM” ?
- a) BCCL
 - b) Reliance
 - c) Viacom
 - d) ABP.
- vi) What is the parent company of Star News ?
- a) BCCL
 - b) Star Plus
 - c) News Corp.
 - d) Viacom.
- vii) What is the parent company of CNN ?
- a) Viacom
 - b) Time Warner
 - c) Walt Disney
 - d) None of these.
- viii) Jansatta is a leading Hindi daily newspaper from
- a) ABP
 - b) The Indian Express Group
 - c) National Book Trust
 - d) Hindustan Times.



- ix) What is the full form of HBO, the international English movie Channel ?
- a) Hollywood Box Office
 - b) Home Box Office
 - c) Home Broadcasting Office.
- x) Indian Newspaper Market
- a) is the second largest in the world
 - b) 3rd largest in the world
 - c) is the greatest in the world
 - d) has no rank.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. “Radio is a sleeping giant.” — Comment critically.
3. Explain reach and frequency.
4. Why acquisitions and mergers are important in television business ?
5. In print media what are the primary and alternative sources of revenue ?
6. Elucidate the advantages of print media business in regard to language newspapers and niche publication.

CS/BMS(H)/SEM-5/MMS-502/2009-10



GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.

3 × 15 = 45

7. People will pay more to be entertained than to be educated.
Comment.
8. What is the role of FDI in “Media and Entertainment Industry” ?
9. Explain the various steps necessary for starting a daily newspaper.
10. Discuss the major business models prevalent in the Indian television broadcasting industry.
11. “Globally radio thrives on local advertising.” — Discuss in the context of private FM channels in India.

=====