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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%

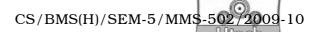
c) 26%

d) 13%.

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iii)	The	e new channel "Colors" is a joint venture of				
	a)	AOL and Time Warner		In the same of Exemples and Explana		
	b)	Viacom and TV 18				
	c)	ABP and UTV				
	d)	Sun and Hyde Park Er	iterta	ainment Group.		
iv)		was the first private Indian TV channel.				
	a)	Eenadu TV	b)	Zee TV		
	c)	Star TV	d)	Sony TV.		
v)	Whi	Which company owns "Big FM" ?				
	a)	BCCL	b)	Reliance		
	c)	Viacom	d)	ABP.		
vi)	Wha	hat is the parent company of Star News?				
	a)	BCCL	b)	Star Plus		
	c)	News Corp.	d)	Viacom.		
vii)	Wha	hat 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.

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GROUP - C

(Long Answer Type Questions)

Answer any three of the following



- 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.
- "Globally radio thrives on local advertising." Discuss in the context of private FM channels in India.

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