



Name :

Roll No. :

Invigilator's Signature :

CS / BMS(H) / SEP.SUPPLE / SEM-5 / MMS-502 / 2012

2012

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 for the following : $10 \times 1 = 10$

- i) Indian Newspaper Market
 - a) is the second largest in the world
 - b) is the 3rd largest in the world
 - c) is the greatest in the world
 - d) has no rank.
- ii) In India readership is assessed by the organization
 - a) IRS
 - b) ABC
 - c) TAM.



- iii) The government of India allows Foreign investment in Indian entities
- a) up to 74% in Indian entities publishing scientific/technical and speciality magazines/periodicals/journals
 - b) up to 50% Indian entities publishing scientific/technical and speciality magazines/periodicals/journals
 - c) upto 60% in Indian entities publishing scientific/technical and speciality magazines/periodicals/journals.
- iv) Directorate of Advertising and Visual Publicity (DAVP)
- a) is the nodal agency of the Government of India for advertising by various Ministries and organizations of Government of India
 - b) is crucial for earning revenue for newspaper
 - c) regulates advertising content in India.
- v) In assessing the success of a television channel what is important ?
- a) TRP ratings
 - b) Celebrity
 - c) Reality TV.
- vi) Big FM belongs to
- a) West Bengal government
 - b) Reliance
 - c) Peerless
 - d) Jindal's.
- vii) 'Akashvani' is a term coined by
- a) Amitabh Bachhan
 - b) Rabindra Nath Tagore
 - c) Robert Clive
 - d) Raja Rammohan Roy.



- viii) Wi Fi is abbreviated form of
- a) Wire Fine
 - b) Wireless Finesse
 - c) Wireless Fidelity
 - d) With Fit.
- ix) 3G means
- a) Third Generation
 - b) Third Grade
 - c) 3Goals
 - d) 3 Giants.
- x) INS is
- a) Indian Newspaper Society
 - b) International News Service
 - c) Indians Not Suitable
 - d) Indian News Service.

GROUP – B

(Short Answer Type Questions)

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

2. Write short notes on any *one* of the following : 5
- (i) The structure of a radio channel
 - (ii) Importance of advertising revenue for a newspaper
 - (iii) Reach and frequency.
3. To start an audio-visual channel state the first five steps in order of importance you have to take. 5
4. Spread of literacy raises in the minds of entrepreneurs of print medium. Elucidate. 5
5. 'Acquisitions and mergers are happening in television business.' Explain. 5
6. 'Web portal in regional language is a win situation for the entrepreneurs and the audience.' Explain.



GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. How is Branding important for a media house ?
8. Do you think that radio has great potential in the Indian market. Explain with examples.
9. What is New Media ? How can new media bring about change in Mass communication ? Discuss.
10. Enumerate the main steps for launching a private F.M radio channel.
11. Write briefly on the origin of internet.
12. As the marketing manager of a regional television channel you demand the rights to telecast the match to be played between India and Pakistan at Eden Gardens. Prepare arguments which you will use to convince the chief of CAB to take the decision in your favour.
13. A local entrepreneur wants to start a newspaper business. Advise him to start such a business.

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