

School of Liberal Education

Department of Mass Communication

Mid Term Examination

Exam Date: 27 Sep 2023

Time : 90 Minutes

Marks : 50

Sem V - K2UA502T - Media Industry and Entrepreneurship

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

- 1) Compare between 2 leading FM radio channels on the basis of audience, program content, and distinctive selling points. K2 (2)
- 2) List three methods used by newspapers in India to increase their circulation. K1 (3)
- 3) Illustrate two major trends that have significantly impacted the newspaper industry in recent years. Explain how these trends have changed the way newspapers operate, deliver content, and engage with their audience. K2 (4)
- 4) Explain the role and function of Multi-Service Operators (MSOs) in the cable/satellite television industry. Describe how MSOs operate in India and their significance in providing access to a wide range of television channels to viewers. K2 (6)
- 5) Identify the roles of various personnel involved in a Radio Channel, such as producers, presenters, engineers, and technicians. Additionally, outline the regulatory procedures and licensing requirements that must be adhered to for establishing a radio channel in your country. K3 (6)
- 6) Apply your knowledge of the historical development of the media industry to create a timeline of key milestones and advancements in media technology and communication. Include significant events from the print era. K3 (9)
- 7) Examine the role and impact of television news media on shaping public opinion in India. Evaluate the journalistic ethics and responsibilities of news channels in delivering accurate and unbiased information to the audience. Discuss the challenges faced by television news media in maintaining objectivity and credibility, especially in the era of misinformation and fake news. K4 (8)
- 8) Analyze the major challenges faced by the television industry in India and their potential impact on its future. Discuss factors such as changing viewer preferences, increasing competition from digital platforms, and the evolving advertising landscape. K4 (12)

OR

Examine the multi-service distribution model for a cable/satellite company that offers a seamless and personalized viewing experience to its subscribers. K4 (12)