

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

School of Liberal Education**Bachelor of Arts in Journalism and Mass Communication
Semester End Examination - Nov 2023****Duration : 180 Minutes
Max Marks : 100****Sem V - K2UA502T - Media Industry and Entrepreneurship**General Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) What is the term used to describe the industry that involves the production, broadcasting, and distribution of television programs in India? K1 (2)
- 2) Illustrate the organizational structure of a television media company in India. Create a detailed chart outlining the key departments and their roles, from content creation and production to broadcasting and distribution. K2 (4)
- 3) Outline a detailed outline for the show, including the genre, target audience, storyline, and main characters. K2 (6)
- 4) Identify strategies to increase the circulation of a struggling newspaper in the Indian market. K3 (9)
- 5) Select a well-known newspaper publishing house in India and analyze its impact on the country's media landscape. K3 (9)
- 6) Assess the role of social media platforms in shaping news consumption habits. Assess how the rise of social media has influenced the way news is disseminated, consumed, and perceived by the public. K5 (10)
- 7) Analyze the significance of distribution methods for television channels in India and their impact on reaching a wider audience. Assess the role of TRP (Television Rating Point) measurement in determining the popularity and success of television programs. K4 (12)
- 8) Evaluate the significance of storytelling and narrative techniques in radio broadcasting. Choose a specific radio program or show and analyze how its engaging storytelling approach influences audience engagement and loyalty. K5 (15)

- 9) Evaluate the implications of foreign direct investment (FDI) in India's media sector. Analyze how FDI can influence media ownership, content diversity, and competitive dynamics in the industry. K5 (15)
- 10) Imagine you are appointed as the Chief Editor of a leading newspaper in India. Create a detailed organizational chart for the newspaper, outlining the key departments and their roles. Also, explain how effective coordination between these departments can enhance the newspaper's content quality, circulation, and overall success in the competitive media landscape of India. K6 (18)