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School of Liberal Education

Bachelor of Arts in Journalism and Mass Communication

Mid Term Examination - May 2024

Duration : 90 Minutes

Max Marks : 50

Sem IV - K2UA408T - Media Industry and EntrepreneurshipGeneral 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) Illustrate How do startups in the Indian print media industry differentiate themselves from established players K2 (2)
- 2) What are some basic roles and responsibilities associated with different positions within a newspaper's organizational structure? K1 (3)
- 3) Explain Indian print media revenue sources: ads types, generation methods. K2 (4)
- 4) Explain with example Indian print media's subscription models. K2 (6)
- 5) Illustrate the ways could media ownership structures influence editorial independence and journalistic integrity K3 (6)
- 6) Identify the potential impact of disruptive technologies such as streaming services and Over-the-Top (OTT) platforms on the traditional television industry in India K3 (9)
- 7) Compare media ownership regulations in India with those of other democracies, such as the United States or European Union countries. K4 (8)
- 8) Analyze the feasibility of implementing a hybrid revenue model combining traditional print advertising with online subscriptions for Indian print media companies. K4 (12)

OR

Examine the financial implications of audience measurement metrics, such as Television Rating Points (TRP), on advertising revenues for Indian TV channels. K4 (12)