

School of Liberal Education**Bachelor of Arts in Journalism and Mass Communication
Semester End Examination - Jun 2024****Duration : 180 Minutes
Max Marks : 100****Sem IV - K2UA408T - 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 are some common formats and genres found in Indian radio programming? K1(2)
- 2) Explain importance of diverse revenue sources for sustaining Indian print media. K2(4)
- 3) outline the typical organizational structure of a radio channel, including key roles and responsibilities? K2(6)
- 4) Applying principles of transparency and accountability, propose a regulatory framework for media ownership in India K3(9)
- 5) Develop innovative monetization approaches for print media outlets in India, incorporating concepts such as branded content and experiential marketing. K3(9)
- 6) Critically evaluate the reliability and validity of Television Rating Points (TRP) as a metric for measuring viewership K5(10)
- 7) Examine the challenges and opportunities faced by radio media companies in monetizing their content through e-commerce partnerships and affiliate marketing programs. K4(12)
- 8) Evaluate the challenges and opportunities presented by globalization and cross-border collaborations in the media value chain, including content localization, cultural sensitivities, and regulatory compliance. K5(15)
- 9) Evaluate the ethical considerations associated with online advertising practices, such as user tracking, data privacy, and the spread of misinformation. K5(15)
- 10) Formulate a strategic partnership between a print media company and emerging technology firms to explore opportunities for revenue generation through augmented reality (AR) advertising. K6(18)