

(Please write your Exam Roll No.)

Exam Roll No. 0041920247

END TERM EXAMINATION

SIXTH SEMESTER [BA(JMC)] JUNE 2025

Paper Code: BA(JMC)-308

Subject: Entrepreneurial Mindset

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal Choice is indicated.

- Q1 Attempt **any five** of the following questions: (5x5=25)
- (a) Startup India
 - (b) Creativity of Entrepreneurial mindset
 - (c) Psychological theory of entrepreneurship
 - (d) SWOT analysis of a business plan
 - (e) Networking in media entrepreneurship
 - (f) Entrepreneurship Development Programs (EDP)
 - (g) Innovation theory of entrepreneurship
 - (h) PEST analysis
- Q2 Define and explain entrepreneurship. Give relevant examples. (12.5)
- OR**
- Q3 List the characteristics of a successful entrepreneur by discussing examples from at least two successful entrepreneurs from India. (12.5)
- Q4 Explain parts of a business plan. Discuss the steps involved in drafting and proposing it. (12.5)
- OR**
- Q5 Think of a business plan as an entrepreneur and explain who all will be its stakeholders and how will you pitch them. (12.5)
- Q6 Write about the different central and state level institutions meant to support small scale businesses in India. Give examples of their contribution in promoting entrepreneurial mindset. (12.5)
- OR**
- Q7 Discuss the role of government in encouraging entrepreneurs in India with relevant examples. (12.5)
- Q8 What are the key trends and directions in Indian media entrepreneurship? (12.5)
- OR**
- Q9 What do you mean by media entrepreneur? Discuss stories of at least two successful Indian media entrepreneurs. (12.5)

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Exam Roll No. 00919202422

END TERM EXAMINATION

SIXTH SEMESTER [BA(JMC)] MAY-JUNE 2025

Paper Code: BA(JMC)-302 Subject: Media Management and Entrepreneurship

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal Choice is indicated.

Q1 Attempt the following questions:

(5x5=25)

- Outline the unique characteristics of media organisations.
- Define media economics and discuss its importance in contemporary media practices
- Differentiate between the two primary revenue models employed by media enterprises.
- Describe the role of planning in effective media management.
- Explain the concept of media entrepreneurship.

Q2 Evaluate the significance and impact of Foreign Direct Investment (FDI) in the Indian media and entertainment industry. (12.5)

OR

Q3 Create a strategic entrepreneurship plan for launching a digital media startup, emphasizing innovation, financial sustainability, and competitive advantage. (12.5)

Q4 Examine management responsibilities, authority, and accountability in a media organization and discuss their impact on efficiency and effectiveness. (12.5)

OR

Q5 Critically analyse the impact of cross-media ownership in light of the Times Group and Reliance Communications case studies. (12.5)

Q6 Analyze the key steps involved in establishing a media organization or start-up. How do these steps differ when launching in a digital media environment? (12.5)

OR

Q7 Evaluate the various methods of revenue generation for media organizations and start-ups. How can they effectively balance cost management with revenue growth? Support with examples. (12.5)

Q8 Explain the key strategies used in marketing media products. How do these strategies vary between traditional media and digital media platforms? (12.5)

OR

Q9 Critically examine the significant challenges faced by media entrepreneurs today. What are the emerging trends that are reshaping the entertainment and media industry? (12.5)

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Exam Roll No. 00V10202472

END TERM EXAMINATION

SIXTH SEMESTER BA (JMC) MAY-JUNE 2025

Paper Code: BA(JMC) 306

Subject: Environmental Studies

[Batch 2022 Onwards]

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions as directed. Out of which Q.No.1 is compulsory.

Q1. Write short notes on the following:

(5x5=25)

- a) Environment Protection Act
- b) Nuclear Hazards
- c) Air pollution
- d) Conservation of Natural resources
- e) Environmental Ethics

Q2. What is Environmental Communication? Discuss its importance and need for Public Awareness. (12.5)

Q3. Elaborate the role of Individuals and Media in the conservation of Natural Resources. Support your answer with examples. (12.5)

Q4. Write notes on any two of the following: (12.5)

- a) Ecological Succession and Its Stages
- b) Role of Media in Sensitizing Masses Towards Ecosystem
- c) Media intervention in Disaster Management

Q5. Explain Disaster Management. Elaborate its need, and importance along with the role of NDMA. (12.5)

Q6. Write notes on any two of the following: (12.5)

- a) Media, Environment and Human Welfare
- b) Global Warming and Climate Change
- c) Industrialization, Consumerism and development

Q7. "Biodiversity is the richness and variety of life on earth." Explain. What are the threats to Biodiversity? (12.5)

Q8. "Climate Change undermines nearly all Sustainable goals" Discuss with examples. (12.5)

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BA(JMC)-306

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END TERM EXAMINATION

SIXTH SEMESTER BA (JMC) MAY- JUNE 2025

Paper Code: BA(JMC) 304

Subject: Global Media: An Overview

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated.

Q1 Attempt **any Five** of the following questions:-

(5x5=25)

- a) North-South divide
- b) AFP
- c) NWICO
- d) International media and its hegemony
- e) PTI
- f) UNI
- g) Reuters
- h) Media Imperialism

Q2. "Global news and information flow is being controlled by the developed nations". Explain the statement? (12.5)

OR

Q3. What circumstances led to the establishment of the MacBride Commission, Explain the recommendations for NWICO. (12.5)

Q4. How does the process of localisation impact the cultural representation within global media content? (12.5)

OR

Q5. How does the concept of cultural imperialism manifest in the context of global media, and what are the potential effects on local cultures and identities? (12.5)

Q6. Media expanded in India after liberalization of economy? Explain with examples. (12.5)

OR

Q7. Discuss how hybrid forms can bridge cultural gaps and create new markets for both local and global content. (12.5)

Q8. How do media conglomerates shape the global media landscape? (12.5)

OR

Q9. What are major challenges and solutions of Information Age. Explain with relevant examples. (12.5)

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