5/H–82 (xii) (Syllabus–2018)

2022

(November)

MEDIA TECHNOLOGIES

(Honours)

(MTH–502)

(Media Entrepreneurship and Management)

(Under Revised Syllabus)

Marks : 38

Time : 2 hours

The figures in the margin indicate full marks
for the questions

1. Write short notes on the following :   2½×4=10

   (a) Customer relationship management

   (b) Traits of media entrepreneurs

   (c) Media management

   (d) Event documentation

2. What do you understand by entrepreneurship? Give a brief description of the entrepreneurial profile.   2+5=7

Or

Explain briefly how creativity, innovation and entrepreneurship are related.

3. Define management. Highlight any two objectives of management. State the five functions of management.   2+3+2=7

Or

Explain, in detail, the classical theories of management.   7

4. What are the strength, weaknesses, opportunities and threats in the context of an event planning? Give example of each.   7

Or

What do you understand by media convergence?

5. Explain the different requirements of a project proposal.   7

Or

Do you agree that an entrepreneur pushes society towards progress and growth? Support your argument with reference to the role of an entrepreneur in society.

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