

6/H-78 (xiv) (Syllabus-2018)

2 0 2 3

(May/June)

**MASS COMMUNICATION AND VIDEO
PRODUCTION**

(Honours)

(Media Entrepreneurship and Marketing)

(MCVP-602)

(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 : 2×4=8
 - (a) Entrepreneurship
 - (b) Marketing
 - (c) Management
 - (d) Mediatization

2. Explain with the help of a model, how more entrepreneurs are encouraged to emerge in society. 7½

Or

Explain in detail what are the similarities and differences between entrepreneurs and managers.

- 3. Briefly enumerate some salient aspects of globalization and its connection to the media industry. 7½

Or

What are some of the interesting aspects to remember about the media industry today?

- 4. Describe in detail your understanding of media convergence. 7½

Or

Explain in detail the approach to customer relations management in the media industries.

- 5. Describe in detail the characteristics of a successful work team. 7½

Or

Explain the importance of resource mobilization in the planning of events.
