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(February)

MEDIA TECHNOLOGIES

(Honours)

(**Media Entrepreneurship and Marketing**)

(MTH-502)

Marks : 56

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. Write short notes on the following : 3×4=12

- (a) A nascent entrepreneur
- (b) Management
- (c) Marketing
- (d) TQM

2. What are the similarities and differences between entrepreneurs and managers? 11

Or

What are the problems faced by entrepreneurs in the North-East? 11

3. What are the dominant characteristics of media entrepreneurs? 11

Or

Mention some latest trends in media consumption patterns today. 11

4. What are the various steps of conducting market research? 11

Or

What do you understand by the term 'marketing mix'? 11

5. What are some of the important points to remember while dealing with personnel management in media industries? 11

Or

Write an essay on audience management in the media industries. 11

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