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(February)

MEDIA TECHNOLOGIES

(Honours)

(**Media Entrepreneurship and Management**)

(MTH-502)

(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 : $2\frac{1}{2} \times 4 = 10$

- (a) KPIs
- (b) Entrepreneurship
- (c) Quantified self-sensor
- (d) Windowing

2. How has the concept of 'binging' driven more innovation in measurement and personalization in understanding today's media content consumption? 7

Or

Define 'globalization' and 'global village'. What are the important impacts of globalization on media management? 7

3. As per the KPMG report presented in September 2020, what were the underlying drivers for the favourable or unfavourable performance of 'films and outdoor entertainment' and the 'gaming industry' in the financial year 2020? 7

Or

What was Abraham Maslow's contribution to the 'Human Relations School of Management'? 7

4. How does entrepreneurship help in the economic development of our society? 7

Or

What are the characteristics or features of media products? 7

(3)

5. What is a 'work-team? What are the characteristics of a 'work-team'? 7

Or

Group sustainability is essential in the planning of an event or completion of a project. Enumerate some key people-skills needed in leading a team or being an effective team member. 7

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