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( July )

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 any *five* of the following : 2×5=10
- (a) Entrepreneurship
  - (b) A market
  - (c) Shelf-life of media products
  - (d) Firmographics
  - (e) Informatization
  - (f) Technopolis
  - (g) Total Quality Management

2. Describe the 'multi-dimensional approach' in creating a motivational environment for entrepreneurs. 7

*Or*

Describe in detail the characteristics of the different consumer archetypes that shall define the digital demography in India, in about a decade from now. 7

3. Explain, with the help of a diagram, the proposed system of factors that affect the strategy formulation and implementation in media organizations. What is the difference between leaders and managers according to Warren Bennis? 4+3=7

*Or*

Define 'core positioning' and 'total value proposition'. What are the various levels of the environment of an organization/company? 1+2+4=7

4. What are 'quantified self-sensors'? What are the characteristics of the new business model as an impact of digital media management? 2+5=7

*Or*

Describe in detail the importance of a post-event survey in event management. 7

( 3 )

5. What is 'content discovery optimization'?  
How will bingeing drive more innovation in  
measurement and personalization of media  
content? 3+4=7

*Or*

What does KPI stand for in event evaluation?  
What are the essential criteria to consider for  
a strategic event plan? 1+6=7

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