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(July)

MASS COMMUNICATION AND VIDEO
PRODUCTION

(Honours)

(**Media Entrepreneurship and Marketing**)

(MV-H-602)

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) POC³ model of administrative management
- (b) Entrepreneurship
- (c) Informatization
- (d) Marketing

2. Describe with the help of a diagram, the proposed system of factors that affect strategy formulation and implementation in media industries. 11

Or

Explain with the help of a diagram the multi-dimensional approach to a positive entrepreneurial environment and motivation. 11

3. What is the significance of the Hawthorne experiments in management studies? 11

Or

What is *Total Quality Management*? Describe *Management Effectiveness* as stated by Drucker and also describe the MBO system as developed by him. 5+6=11

4. "In reference to Lasswell stating that the function of media lies in transmitting the culture of a society." Define culture. What are the five characteristics of media products as defined by Lavine and Wackman? What are the dual complementary products that media firms offer? 2+5+4=11

Or

How are 'social dynamics and synergistic experiences', driving more event based viewing of media content and what is its significance for media content providers? 11

(3)

5. In the world of electronic media management, how is 'storytelling' evolving to make better use of an omniplatform environment? How is the quantified-self-censor aiding in greater media content mobility? 6+5=11

Or

How is innovation in program discovery and television controls creating new techniques to cut through the variety of media choices available for audiences today? 11

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