

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

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(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) Globalization**
- (b) Media convergence**
- (c) Media entrepreneurship**
- (d) SWOT analysis**

2. Enumerate any eight characteristics of media entrepreneurs or entrepreneurs in general as mentioned by John A Hmaday or that you know of. 7½

Or

Write an essay on the role of entrepreneurship in a developing society. 7½

3. Write an essay on the effects of globalization on the media industry. 7½

Or

What are the changes that you observe in visual media content moving among audience in the last two decades? 7½

4. What are the important points to remember in a marketing plan? 7½

Or

Enumerate the details of a marketing mix. 7½

5. Write an essay on strategic planning for events. 7½

Or

Why is group sustainability important for event management? 7½

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