

(Please write your Exam Roll No.)

Exam Roll No. 36017002423

END TERM EXAMINATION

SIXTH SEMESTER [BA(JMC)] MAY-JUNE 2026

Paper Code: BA(JMC) -302 Subject: Media Management & Entrepreneurship

Time: 3 Hours

Maximum Marks: 60

Note: Attempt any five questions including Q.No1 which is compulsory.
Internal Choice is indicated.

- Q1 Write short notes: (5x4=20)
- i. FDI in media industry
 - ii. Principles of management
 - iii. Responsibility vs Accountability
 - iv. Artificial Intelligence & Media Industry
- Q2 Describe the meaning and importance of media organisation? (10)
- OR**
- Q3 Describe the various ownership patterns of media organization with the help of suitable example. (10)
- Q4 Define various management theories and its functions. (10)
- OR**
- Q5 Describe need, importance and various types of leadership. (10)
- Q6 Describe the roles and responsibilities of human resource department in a media organization. (10)
- OR**
- Q7 Describe methods and sources of revenue generation for establishing media organization. (10)
- Q8 Define media Entrepreneurship and its challenges. (10)
- OR**
- Q9 "Technology has changed the shape of media and entertainment industry", write your opinion on it. (10)

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SIXTH SEMESTER [BA(JMC)] MAY-JUNE 2026

Paper Code: BA(JMC)-304

Subject: Global Media: An Overview

Time: 3 Hours

Maximum Marks: 60

Note: Attempt all questions as directed. Internal choice is indicated.

Q1. Write short notes the following:

(5×4=20)

- (a) North South divide
- (b) Non-Aligned News Pool
- (c) Global Village
- (d) Information Age

Q2. Do you feel media in the Third World countries is still under the influence of power blocs even after the disintegration of USSR? Illustrate your answer with suitable examples.

(10)

OR

Q3. What were the events, situations and concerns that led to a call for NWICO? Elaborate on the demands for NWICO?

(10)

Q4. What is cultural imperialism? What role do international media conglomerates play in creation and sustenance of cultural imperialism?

(10)

OR

Q5. What is a transnational agency? What role do they play in global information flow?

(10)

Q6. Critically analyse the entry of international media houses in India. What impact it had on the freedom and functioning of Indian media?

(10)

OR

Q7. Do you think that there is a need to regulate media? Justify your answer with suitable examples.

(10)

Q8. What practices are used while reporting international issues and conflicts? Explain with examples.

(10)

OR

Q9. Do you think internet is a democratic medium? Discuss in the context of growing trend of citizen journalism and blogging.

(10)

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END TERM EXAMINATION

SIXTH SEMESTER [BA(JMC)] MAY-JUNE 2026

Paper Code: BA(JMC)-306

Subject: Environmental Studies

Time: 3 Hours

Maximum Marks: 60

Note: Attempt all questions as directed. Internal Choice is indicated.

- Q1. Attempt **any four** of the following questions: (4x5=20)
- a) Define environment and explain its importance in human life.
 - b) What is environmental communication? Why is public awareness important?
 - c) Briefly explain the concept of ecosystem.
 - d) What is biodiversity? Mention any two threats to biodiversity.
 - e) Define environmental pollution. Mention any two causes of air pollution.
 - f) What is disaster management? Explain its need in brief.
 - g) Write a short note on global warming.
 - h) Explain the role of media in creating awareness about environmental issues.

- Q2 Explain the scope and importance of environment in the context of human welfare. (10)

OR

- Q3 Discuss the role of individuals and media in the conservation of natural resources. (10)

- Q4 Explain the concept, structure and functions of an ecosystem. (10)

OR

- Q5 Discuss the major threats to biodiversity at global, national and local levels. (10)

- Q6 Explain the causes, effects and control measures of water and soil pollution. (10)

OR

- Q7 Discuss the role of government, NEMA, National Green Tribunal and NGOs in protecting the environment. (10)

- Q8 Explain the relationship between industrialization, consumerism and development in the context of environment and human welfare. (10)

OR

- Q9 Discuss global warming and climate change. Explain the need to shift to alternate sources of energy. (10)

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END TERM EXAMINATION

SIXTH SEMESTER [BA(JMC)] MAY-JUNE 2026

Paper Code: BA(JMC)-308

Subject: Entrepreneurial Mindset

Time: 3 Hours

Maximum Marks: 60

Note: Attempt all questions as directed. Internal Choice is indicated.

- Q1 Attempt **any four** of the following questions:- (4x5=20)
- (a) Explain any one theory of entrepreneurship
 - (b) What is venture capital?
 - (c) What are Entrepreneurship Development Programmes (EDPs)?
 - (d) Define Startup Indian initiative.
 - (e) What is crowdfunding?
 - (f) Define incubators and accelerators.
 - (g) What is SWOT analysis? Explain with a media example.
 - (h) Define business idea generation.
- Q2 Explain the process of developing creativity among entrepreneurs using specific techniques. (10)
- OR**
- Q3 Discuss how environmental and social factors influence the entrepreneurial mindset. (10)
- Q4 Critically analyze theories of entrepreneurship in the context of modern startups. (10)
- OR**
- Q5 Analyze how entrepreneurs identify and evaluate business opportunities. (10)
- Q6 Explain the structure of a business plan with practical illustrations. (10)
- OR**
- Q7 Apply SWOT analysis to a digital media startup idea. (10)
- Q8 Design a structured business plan for a content-based startup. (10)
- OR**
- Q9 Analyze key challenges faced during business plan development. (10)
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