



K26P 0643

Reg. No. :

Name :

IV Semester M.A. Degree (C.B.C.S.S. – O.B.E. – Regular/Supple./Imp.)
Examination, April 2026
(2023 Admission Onwards)

JOURNALISM AND MASS COMMUNICATION
MAJMC04C 15 : Media Management and Entrepreneurship

Time : 3 Hours

Max. Marks : 60

I. Write short notes on **any five** of the following. **Each** answer carries **three** marks.

(5×3=15)

- 1) Solopreneur
- 2) SWOT
- 3) Media Convergence
- 4) Monetization
- 5) Blueprint
- 6) Monopoly.

II. Write short essays on **any three** of the following. **Each** answer carries **six** marks.

(3×6=18)

- 7) Define the systems approach of a media organization.
- 8) What are the three core functions of Human Resources Department in connection with a newsroom ?
- 9) Explain the difference between vision and mission of a media startup.
- 10) List four essential leadership skills required for a media entrepreneur.
- 11) What is cost control ? Why is it vital for a social media venture ?

P.T.O.



III. Write long essays on **any three** of the following. **Each** answer carries **nine** marks. **(3×9=27)**

- 12) How does an entrepreneurial mind-set help a journalist survive in a shrinking job market ? Discuss.
- 13) If you were launching a hyper-local news app, how would you define your target audience ? Elaborate the steps.
- 14) Why do many media start-ups fail within their initial years despite having great content ? Discuss.
- 15) How can a small media company use AI to address competition ? Narrate.
- 16) What does Social Responsibility look like for a media owner in the digital age ? Critically evaluate your views.

