DECEMBER 2024 **P/ID 36816/PJO4S**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. Digital Marketing
2. Media Ecosystem
3. Marketplace of Ideas
4. Digital Labour
5. Platform Economy
6. Social Enterprise
7. Entrepreneurial Culture
8. Social Media Branding
9. Content Management System
10. Revenue sharing
11. Market Segmentation
12. Talent management

PART B — ($5 \times 6 = 30$ marks)

Answer any FIVE questions in 250 words each.

13. What role does content curation play in modern media?

14. How has social media transformed the business of journalism?

15. What role does creative labour play in the digital media industry?

16. What critical business skills are essential for success in the media industry?

17. What are the essential guidelines for establishing an online media business?

18. What is the difference between advertising-supported and user-supported revenue models?

19. How do micro funding and micropayments function in media businesses?

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. Evaluate the role of digital and content marketing in the success of media enterprises.

21. Discuss the implications of data colonialism on global media practices.

22. Evaluate different theories of entrepreneurship and their relevance to the media sector.

23. Evaluate the infrastructure requirements and key assets needed for establishing a successful online media business.

24. Evaluate the potential of subscription-based models for media businesses. What factors contribute to their success or failure?

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