MAY 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. Entrepreneurial Journalism
2. Content Curation
3. Substack
4. Business Start up
5. Creative Labour
6. Social Entrepreneurship
7. Market Innovation
8. SEO
9. Project Management
10. Venture Capital
11. Crowdsourcing
12. OTT platforms

PART B — ($5 \times 6 = 30$ marks)

Answer any FIVE questions in 250 words each.

13. How has digitization changed the media landscape?

14. What are the main characteristics of information and media industries?

15. What are the main characteristics of a social enterprise?

16. What are the key elements of entrepreneurial culture?

17. Briefly explain the key steps involved in the app development process.

18. How can media entrepreneurs secure funding to launch their ventures?

19. How can documentaries be marketed to OTT platforms?

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. Analyze the impact of social media on traditional journalism business models.

21. Examine the impact of media ownership and concentration on the diversity of content.

22. Discuss the concept of entrepreneurship and its significance in today's economy.

23. Evaluate the role of social media branding strategy in the success of a digital media enterprise. How can it be effectively implemented?

24. Discuss the various revenue models available for media enterprises. Compare and contrast their effectiveness in different contexts.

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