MAY 2025 **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. Social Media Business
2. Content Monetization
3. Information Economics
4. Data colonialism
5. Startup culture
6. Business Idea Generation
7. Collaborative Work
8. Third-Party Services
9. Digital Media Enterprise
10. Revenue Streams
11. Service Marketing
12. Micropayments

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. What is the significance of the apps ecosystem in journalism?

14. What is meant by the "marketplace of ideas"?

15. What is the platform economy and how does it affect media businesses?

16. What are the key stages of the entrepreneurial process?

17. What is the role of social media branding in digital media?

18. What are the primary sources of capital for media enterprises?

19. What is the importance of relationship marketing in media?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. How has the media business ecosystem transformed with the advent of new technologies?

21. Discuss the economic value of information and media products in the digital age.

22. Analyze the role of entrepreneurial culture in fostering successful media enterprises.

23. Discuss the process of establishing an online media business. What are the key steps and challenges involved?

24. Analyze the importance of team building and talent management in the success of media enterprises.

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