



**BHARATI VIDYAPEETH'S
INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)**

(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi)

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MODEL QUESTION PAPERS

1. What is the significance of understanding the structure of a media organization?
2. Compare and contrast different ownership patterns in the media industry.
3. Analyze the impact of ownership patterns on media independence.
4. Provide a case study analysis of the Times Group's approach to cross media ownership.
5. Evaluate the advantages and disadvantages of conglomerates in the media industry.
6. Analyze the impact of FDI on the diversity of media content in India.
7. Evaluate the potential benefits and risks of increased FDI in the media industry.
8. Discuss the need for effective management in the media industry.
9. How can effective management contribute to the success of a media organization?
10. Discuss the challenges of staffing in the media industry.
11. Provide examples of how these management functions apply to a media project.
12. Differentiate between responsibility, authority, and accountability in a media organization.
13. Discuss the importance of accountability in ensuring ethical practices in the media.
14. Discuss different types of leadership styles and their applicability in media organizations.
15. Discuss the challenges and opportunities associated with starting a new media venture.
16. Outline the key steps involved in establishing a media organization or start-up.
17. How does effective HRM contribute to the success and sustainability of media organizations?



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- 18.** Explore innovative revenue generation strategies used by successful media start-ups.
- 19.** Analyze the role of advertising in revenue generation for media companies.
- 20.** Discuss strategies for controlling costs without compromising the quality of media content.
- 21.** Discuss the importance of effective marketing in the success of media products.
- 22.** Explore the impact of technological advancements on media entrepreneurship.
- 23.** Analyze current trends in the entertainment and media industry.
- 24.** Discuss the impact of digitalization on traditional media channels.
- 25.** Explore the ethical considerations associated with emerging trends in media.