

Dr. Babasaheb Ambedkar Open University
Term End Examination January – 2026

Course	: MA JMC	Date	: 01/03/2026
Subject Code	: MJMC- 14 / MAJMC-14	Time	: 03:00pm to 05:15pm
Subject Name	: Media Business	Duration	: 02.15 Hours
		Max. Marks	: 70

Q-1 What is Media Business? Explain the various revenue models for Print and Electronic media. **14**

OR

Discuss the impact of Foreign Direct Investment (FDI) on the Indian Media Industry.

Q-2 Explain the organizational structure of a Media Conglomerate. Discuss the concept of 'Ownership Patterns'. **14**

OR

What is 'Media Management'? Discuss the role and responsibilities of a General Manager in a media house.

Q-3 Discuss the challenges and opportunities of the 'Digital Subscription Model' in the current media market. **14**

OR

Explain the importance of 'Circulation' and 'TRP' in the sustainability of media business.

Q-4 Write Short Notes. (Any Two) **14**

1. Direct-to-Home (DTH) Business
2. Role of ABC (Audit Bureau of Circulations)
3. Media Entrepreneurship
4. Vertical and Horizontal Integration

Q-5 Select the correct option from the following questions. (Two marks each) **14**

1. Which organization measures Television Ratings (TRP) in India?
(A) ABC (B) BARC (C) PCI (D) TRAI
2. 'FDI' stands for:
(A) Foreign Direct Investment (B) Fast Data Index
(C) First Digital Income (D) Fixed Deposit Interest
3. The main source of income for most private TV channels is:
(A) Government Grant (B) Advertising (C) Charity (D) Book sales
4. A company that owns multiple media outlets across different platforms is a:
(A) Monopoly (B) Media Conglomerate (C) Small Business (D) NGO
5. OTT stands for:
(A) Over The Top (B) Online Text Transfer
(C) Office Time Table (D) Only Telecast Time
6. Which department is responsible for selling ad space in a newspaper?
(A) Editorial (B) Advertising/Marketing (C) Circulation (D) Printing
7. 'Demographics' in media business refers to:
(A) Paper quality (B) Audience characteristics (Age, Gender, etc.)
(C) Camera lenses (D) Ink types