

UG/5th Sem (G)/22/(CBCS)

2022

**MASS COMMUNICATION & JOURNALISM  
(General)**

**Paper Code : 504 MCJG SEC - 3**

**[Media Entrepreneurship]  
(CBCS)**

Full Marks : 32

Time : Two Hours

*The figures in the margin indicate full marks.  
Candidates are required to give their answers  
in their own words as far as practicable.*

**Group - A**

1. Define any *five* of the following : 2×5=10

- (a) Focus group
- (b) Cross media ownership
- (c) Market response
- (d) Oligopoly
- (e) Vertical ownership
- (f) Consumerism
- (g) Audience survey

P.T.O.

( 2 )

**Group - B**

2. Write short notes on any *three* of the following :

4×3=12

(a) Media entrepreneurship

(b) ABC

(c) Marketing management

(d) Capitalism

(e) Viacom 18

**Group - C**

3. Answer any *one* of the following :

10×1=10

(a) What is small media house? What methods can be followed to increase the circulation of a print media house in Gour Banga region? 2+8=10

(b) What role should a government play for setting up small media business in rural areas? 10

বঙ্গানুবাদ

বিভাগ - ক

১। সংজ্ঞা দাও (যে কোনও পাঁচটি) :

২×৫=১০

(ক) ফোকাস গ্রুপ

(খ) ট্রান্স মিডিয়া মালিকানা