

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SECOND SEMESTER – APRIL 2010

VC 2809 - MEDIA MANAGEMENT

Date & Time: 21/04/2010 / 1:00 - 4:00

Dept. No.

Max. : 100 Marks

PART A

ANSWER ANY FIVE QUESTIONS IN ABOUT 100 WORDS EACH

5×4=20

1. Explain the scientific management theory.
2. What are the basic management actions?
3. Write down the roles of media planner?
4. Comment on “Watchdogs and Lapdogs”.
5. In managing a media industry what role do human relations play?
6. Brief the decision making in financial management.
7. Write a short note on business-to-business (high-tech) agency service.

PART B

ANSWER ANY **FOUR** QUESTIONS IN ABOUT 200 WORDS EACH

4×10=40

8. What are the functions of management?
9. Explain the departmentalization in media organization.
10. Briefly discuss the media selection and research in advertising management.
11. Discuss the types of co-ordination in media management.
12. List out the tools for sales promotion.
13. How would you handle the questions of media management ethics?

PART C

ANSWER ANY **TWO** QUESTIONS IN ABOUT 400 WORDS EACH

2×20=40

14. Describe the 14 Management Principles of Henri Fayol.
15. Discuss the following **with concrete examples**
 - a) **pre-production**
 - b) **production**
 - c) **post-production**
 - d) control
16. Based on your visit to the media organization what are the salient features that you think are non-negotiable in managing a media industry? Why?
