

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SIXTH SEMESTER – APRIL 2010

VC 6603 - MEDIA MANAGEMENT

Date & Time: 15/04/2010 / 9:00 - 12:00 Dept. No.

Max. : 100 Marks

PART – A

Answer ALL the questions in about 50 words each.

(10 X 2 = 20 marks)

1. Theory X
2. Middle – Level Management
3. Entrepreneurship
4. Downsizing
5. Chain of Command
6. TQM
7. Scientific management
8. Six Sigma
9. Market Share
10. Campaign

PART – B

Answer ANY FIVE questions in about 200 words each.

(5 X 8 = 40 marks)

11. Highlight the contributions of classical school of management.
12. Explain Henry Mintzberg's Ten Managerial Roles.
13. Distinguish Centralized Vs decentralized management.
14. Discuss the importance of Budgeting in Production Management.
15. Comment on the necessity of media scheduling. In what way does it affect the Production Management?
16. Explain the general responsibilities and qualities of an Advertising Manager.
17. Elaborate on the challenges faced while managing Radio and Television.

PART – C

Answer ANY TWO questions in about 400 words each.

(2 X 20 = 40 marks)

18. What are the Modern Approaches to Management?
19. What is personnel Management? Explain the role and function of personnel manager.
20. Elucidate the various functions involved in managing media organization.
21. Elaborate on the purpose, tools and techniques of Sales Promotion.

\$\$\$\$\$\$\$