 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**M.Sc.** DEGREE EXAMINATION - **VISUAL COMMUNICATION**

SECOND SEMESTER – APRIL 2011

# VC 2809 - MEDIA MANAGEMENT

Date : 12-04-2011 Dept. No. Max. : 100 Marks

Time : 1:00 - 4:00

**PART A**

**I. Answer ALL the questions in about 50 words each.** **10×2=20**

1. Science of Work.
2. Budgeting.
3. Media Selection.
4. *A la carte services.*
5. Flighting.
6. Extrinsic Motivation.
7. Coordination.
8. Media Buyers.
9. Maslow’s Hierarchy of Needs.
10. Cents-off deal.

# PART B

**II. Answer any FIVE questions in about 200 words each.** **5×8=40**

1. Why is it important to think about the human side of management?
2. Explain Douglas McGregor’s “Theory X” and “Theory Y”.
3. **List out** the tools of sales promotion.
4. Explain the processes involved in **post-production with concrete examples.**
5. Elaborate on media scheduling.
6. Discuss the challenges of globalization and work-force diversity for media management.
7. Discuss the status of women in the organizational hierarchy**.**

# PART C

**III. Answer any TWO questions in about 400 words each.** **2×20=40**

1. Explore Henry Foyol’s principles of management and illustrate how they are applicable in today’s context.
2. What is departmentalization? Map the different types of departmentalization in the context of media with appropriate examples.
3. Conflicts are one of the major sources of news making for the media. As a student of media management, what is your view on conflicts and conflict management skills?

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