LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**B.Sc.** DEGREE EXAMINATION – **VISUAL COMM.**

SIXTH SEMESTER – **APRIL 2012**

# VC 6656/VC 6603 - MEDIA MANAGEMENT

Date : 16-04-2012 Dept. No. Max. : 100 Marks

Time : 1:00 - 4:00

**PART – A**

Give brief answers to **ALL** the following questions in 50 words each: **(10 X 2 = 20)**

1. Sarnoff Law
2. Media Management
3. Artist Release Form
4. Theory Y
5. Planning
6. Market Share
7. TV Programming Manager
8. Deficit Budget
9. CTC
10. Departmentalization

**PART – B**

Write **ANY FIVE** of the following questions in about 200 words each: **(5 X 8 = 40)**

1. Write a short note on media scheduling.
2. Discuss the important heads of a centeralized news organization with a flowchart.
3. Distinguish the essence of horizontal integration and vertical integration in Indian media industry.
4. How do sales promotion help a retail advertising campagin for a significant success?
5. Describe the problem faced by a media organization in managing ‘Creative People’ and the ‘Bussiness People’.
6. Elaborate on the challenges faced by a music manager in private FM broadcasting.
7. Write short notes on project production cycle (PPC) in web designing.

**PART – C**

Write essay on **ANY TWO** of the following in about 400 words each: **(2 X 20 = 40)**

1. Explain in detail the roles and responsiblities of a personnel manager.
2. Discuss in detail the skills and training required for a production manager to do a cost effective TV show production, which includes post production.
3. Explain in detail the salient features of organizational behaviour.
4. Elaborate on the purpose, tools and techniques of sales promotion.

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