



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

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

**SECOND SEMESTER – APRIL 2013**

**VC 2809 - MEDIA MANAGEMENT**

Date : 02/05/2013  
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

**PART A**

Answer ALL the question in about 50 words each

10x2=20

1. General manager
2. Bureaucracy
3. Balance sheet
4. convergence
5. Hawthorne effect
6. Monopoly
7. Cost per point
8. Account executives
9. World wide web
10. Ethical codes

**PART B**

Answer any FIVE questions in about 200 words each

5x8=40

11. Explain the importance of media management
12. Describe the hiring process in a television channel.
13. Illustrate and explain the organisation structure of a TV station
14. State Maslow's hierarchy of needs. Explain its importance in management
15. What are the challenges and issues faced by the film production manager today?
16. Describe the contributions of modern approaches of management.
17. What are the essential qualities of a media manager?
18. Enumerate the ethics in advertising

**PART C**

Answer any TWO questions in about 400 words each.

2x20=20

19. The changing nature of media industries and their complex structures prevent the use of general theory or set of guidelines for management. Comment
20. Do you think an autonomous status is necessary for media today? Comment
21. Describe the set-up of an advertising agency.
22. Explain the ethical issues that affect the managerial decision making.