

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc. DEGREE EXAMINATION – VISUAL COMM.

SIXTH SEMESTER – APRIL 2013

VC 6656/VC 6603 - MEDIA MANAGEMENT

Date : 25/04/2013
Time : 1:00 - 4:00

Dept. No.

Max. : 100 Marks

PART-A

Answer ALL the Questions in about 50 words each:

(10x2=20 Marks)

1. Scheduling
2. Production Manager
3. Theory X
4. Coordination
5. Risky shift
6. Call sheet
7. Media selection
8. CTC
9. Publicity
10. Ad Campaign

PART-B

Answer any FIVE in about 200 words each:

(5x8=40 Marks)

11. Write about the role and functions of personnel manager.
12. Discuss the various management theories.
13. Distinguish centralized and decentralized management.
14. How are audience ratings measured? Explain with examples.
15. Identify the sources of revenue for a media organization
16. Write about media consumer behavior.
17. Elaborate on the challenges faced while managing the broadcast station.

PART-C

Answer any TWO questions in about 400 words each:

(2x20=40 Marks)

18. What are the modern approaches to Media management? Explain with suitable example.
19. Explain the factors that influence decision-making process.
20. List the stages involved in project planning.
21. “Sponsors are the actual owners of media organizations nowadays”. Justify your answer.

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