



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – APRIL 2014

VC 3816/VC 3800 - MEDIA MANAGEMENT

Date : 05/04/2014
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

PART- A

Answer all the following questions in 50 words each

10X2=20

1. Bureaucracy
2. Control
3. Circulation department
4. Group think
5. Scheduling
6. Media Convergence
7. CAS
8. Copyright ACT
9. Minimum guarantee
10. Cross media ownership

PART- B

Answer Any FIVE of the following

5x8=40

11. Enumerate Theory X and Theory Y.
12. Describe the various avenues of film financing available in India.
13. Explain multiplex model, an emerging business model in India.
14. What is the most prominent media ownership pattern seen in India?
Explain with a case Study.
15. Elucidate the role of a production Manager.
16. What are the four phase of digital addressable cable TV by TRAI?
17. Specify the various problems faced in starting a new media venture.
18. What are the various revenue patterns in music industry?

PART –C

Answer any TWO of the following:

2x20=40

19. Discus in detail about film budgeting.
20. Enumerate the working of DTH satellite television. List out the advantage and disadvantage of DTH vs cable TV.
21. Digital cinema is a technological breakthrough- Enumerate
22. Explain the strategies used in media marketing.
