



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SIXTH SEMESTER – JUNE 2015

VC 6610/VC 6603 - MEDIA MANAGEMENT

Date : 02/07/2015
Time : 10:00-01:00

Dept. No.

Max. : 100 Marks

PART- A

Give brief answers to **ALL** the questions in 50 words each:

(10x2=20)

1. Mass Media.
2. Media Management.
3. Mark Zukenberg
4. CNN - IBN
5. TRAI.
6. Digitalization.
7. Prasar Bharathi.
8. Web casting.
9. DTH.
10. Budgeting.

PART- B

Write short notes on any **FIVE** of the following questions in about 200words each:

(5x8=40)

11. 'Decentralization is key to any organizational growth' - Justify.
12. Describe the Organizational structure of a newspaper organization.
13. Explain the functions of a production manager in a film.
14. Discuss the process involved in Film production.
15. Explain the advantages of scheduling.
16. Discus the collaborative work culture between Television channels and production houses.
17. Explain convergence of media in the news industry.

PART - C

Write essay on any **TWO** of the following in about 400 words each:

(2x20=40)

18. Discuss the principles of management.
19. Elaborate on the ownership patterns of mass-media in India.
20. Discuss the effects of multiplexes on the Film industry.
21. Discuss any two Media Management theories.

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