



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

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

**SIXTH SEMESTER – APRIL 2015**

**VC 6610/VC 6603 - MEDIA MANAGEMENT**

Date : 17/04/2015  
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART – A**

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

**(10 X 2 = 20)**

01. FDI
02. TRAI
03. Multiplex
04. Motivation
05. News agency
06. Market share
07. Digital economy
08. Private limited company
09. Information management
10. Public service broadcaster

**PART – B**

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

11. Write a brief note on cable network services in India.
12. How do scale and scope of economies affect information goods?
13. What are the core business strategies in transnational media management?
14. List the challenges faced by a FM radio station manager in providing quality entertainment in digital landscape.
15. Write a short note on the significance of control in media management.
16. "Film production, distribution and exhibition in India follow vertically integrating the system" Do you agree with the above statement? Argue with an example.
17. What basic approach would you keep in mind when you manage a print media organization?

**PART – C**

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

**(2 X 20 = 40)**

18. Explain digital media trends in global scenario with special reference to social media.
19. Discuss in detail any two management theories that can be applied to media.
20. "Technological changes lead to the convergence of media". Do you agree? Argue.
21. Elucidate in detail the ways of managing media organization applying Henri Fayol's principles of management.

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