



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – APRIL 2016

VC 3816 - MEDIA MANAGEMENT

Date: 28-04-2016
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART - A

I. Answer all the questions

10x2=20

1. TQM
2. Diagram of Management Pattern
3. Organization structure
4. Contingency Theory - Explain.
5. Managerial competency
6. Media Entrepreneurship
7. Unity of command
8. Theory-Z
9. 'Equity' as management principle
10. Centralized management

PART - B

II. Answer any FIVE questions from the following.

5x8=40

11. Explain Henry Foyal's Principles of Management.
12. Classify departmentalization.
13. Describe the six Core Managerial Competencies.
14. Illustrate The Organizational Structure of a Television Channel.
15. How is 'Audience Rating' measured? Explain with examples.
16. Discuss the operation of DTH and its advantages in India.
17. Discuss Media planning strategies.

PART - C

III. Answer any TWO questions from the following.

2x20=40

18. Illustrate the revenue pattern in radio industry.
19. Explain the structure and function of a newspaper organization.
20. Explain how film scheduling and costing are done in film production.
21. Prepare a campaign strategy with an effective media plan for a banking company? (E.g. Tamil Nadu Mercantile Bank, etc.)
