



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SIXTH SEMESTER – APRIL 2016

VC 6610/VC 6656/VC 6603 – MEDIA MANAGEMENT

Date: 18-04-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART –A

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

(10 × 2 = 20 marks)

01. Motivation
02. Co-operative Ownership
03. Organisational Culture
04. Media Conglomerate
05. NFDC
06. Crossover Cinema
07. Convergence of media
08. FM Radio
09. Self-Regulation of Media
10. DTH

PART –B

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

(5 × 8 = 40 marks)

11. Differentiate delegation from decentralisation?
12. Explain the role of news agencies in news production.
13. Write an essay on the changes in Tamil cinema due to digitization and use of new technology.
14. How important is public service broadcasting in a country like India? Explain with suitable examples.
15. Describe the regulatory functions of the Ministry of Information and Broadcasting.
16. Write a short note on the key management challenges of managing portals.
17. Explain the purpose and role of TRAI.

PART –C

Write an essay on any TWO of the following in about 400 Words:

(2 × 20 = 40 marks)

18. Elaborate the organisation of film industry based on production, distribution and exhibition.
19. Explain in detail the existing regulations on foreign equity and FDI in Indian media.
20. What are the principles of management most applicable to media companies in your view? Explain and establish with reasons.
21. “Media is no longer a true fourth estate of democracy” – Explain from the standpoint of the recent criticisms on “media trials” of individuals, companies and governments by television news channels in India.

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