



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

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

**THIRD SEMESTER – APRIL 2017**

**VC 3816- MEDIA MANAGEMENT**

Date: 28-04-2017  
01:00-04:00

Dept. No.

Max. : 100 Marks

**PART – A**

**Answer ALL questions in about 50 WORDS each:**

**(10x2=20)**

1. Elton Mayo
2. POC 3 Model
3. MBO
4. Michael Porter
5. Warren Bennis
6. Through the Line
7. BCCL
8. Crowd Sourcing
9. BuzzFeed
10. Lead Generation

**PART - B**

**Answer any FIVE questions in about 200 WORDS each:**

**(5x8=40)**

11. Explain the Dual Market Theory of the Media Industry with examples.
12. “You are what you share”, explain the rise and power of Social Media in PR and Branding.
13. Event Management is called a “Pressure Cooker Business”, why?
14. Give three examples of mega media mergers in recent times.
15. The Tamil Film Industry has been on an upswing with innovative plot lines and fresh approaches, compared to other language film industries. Illustrate.
16. What are the regulations for FDI in various Media Sectors?
17. Explain the growth and recent trends in the OOH industry.

**PART - C**

**Answer any TWO questions in about 400 WORDS each:**

**(2x20=40)**

18. What are the arguments for and against Net Neutrality? How will it affect the nature of Online Media?
19. Outline the key players in India’s Multiplex Industry and highlight recent trends in the same.
20. Illustrate with examples new Revenue Streams using Online Media and the creation of new Data Driven Business Models.
21. With examples, illustrate how certain organizations like the Tata Group and IDEO’s Clients have applied Contemporary Management Concepts to their advantage.

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