



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SIXTH SEMESTER – APRIL 2017

VC 6610 / VC 6656 / VC 6603- MEDIA MANAGEMENT

Date: 24-04-2017
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. E-Governance
02. Franchise
03. DTH
04. News Agencies
05. Public Service Broadcaster
06. Media Convergence
07. Webcasting.
08. Entrepreneurship
09. Media Planning
10. FDI

PART – B

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

11. Elucidate the principles of management.
12. Write a note on news management.
13. Comment on the film financing with examples.
14. Discuss the significance of TV news media management.
15. List the problems faced by the cable TV Industry in India.
16. Write short notes on the following:
 - a. Multiplex
 - b. Cross over cinema
 - c. Satellite rights
 - d. DCP
17. Write short notes on the following with examples:
 - a. Media ownership pattern in India
 - b. Foreign equity and FDI in India media

PART – C

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

(2 X 20 = 40)

18. What are the new and innovative digital technologies used in Indian film industry in connection with production, post production, distribution and exhibition of films.
19. Elaborate on the functions of HRD.
20. Explain the following with examples:
 - a. Revenue model of E-magazines
 - b. Economy of social media content
 - c. Monetization of YouTube channels
 - d. Business avenue of mobile Apps
21. Discuss the issues of Public Service Broadcasting in the light of booming satellite channels. .
