



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

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

FOURTHSEMESTER – APRIL 2018

**16PVC4MC02- MEDIA MANAGEMENT**

Date: 20-04-2018  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

**PART - A**

**Answer ALL questions in about 50 WORDS each: (10x2=20 Marks)**

1. Monigopoly
2. Radial Management
3. Dual Market Theory
4. Digital Economy vs. Intelligent Economy
5. Strategic Management
6. Warren Bennis
7. DOOH
8. Bi-Media Approach
9. Value-Added Services
10. Futuristic Technologies

**PART - B**

**Answer any FIVE questions in about 250 WORDS each: (5x8=40 Marks)**

11. What is Gossage's Philosophy, and how does it apply to Social Media?
12. Identify two Media Leaders in India and map their success formulae.
13. Is Design Thinking relevant for Media Professionals? Isn't it more necessary for Industries with a Left Brain emphasis? Opine.
14. How effective are TRAI & TDSAT? How should they evolve in future?
15. What was Amazon's India Strategy? Explain.
16. Why is Net Neutrality important at a global level?
17. Explain how Managers at Taj Hotels saved hundreds of lives at great personal risk?

## **PART - C**

**Answer any TWO questions in about 500 WORDS each: (2x20=40 Marks)**

18. How are specific companies dealing with Google in order to resolve Conflicts with the Monopoly and its unethical practices?
19. How is the Tamil Film Industry coping with various challenges in Distribution, Revenue Generation and Evolving Audience Tastes?
20. What are the Management Insights that all Managers have to learn from the Mumbai Dabbahwalas?
21. Outline the various schools of Management and their relevance to Management today.