

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc.DEGREE EXAMINATION –VISUAL COMMUNICATION

SIXTH SEMESTER – APRIL 2018

VC 6610– MEDIA MANAGEMENT

Date: 19-04-2018
Time: 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)**

1. Media Convergence
2. Motivation
3. Digital Economy
4. Media Conglomerate
5. Information Management
6. E-Governance
7. Media Management
8. DTH
9. Public Service Broadcaster
10. Transnational Media

PART – B

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

(5 X 8 = 40)

11. Write a brief note on the functions of news service agencies.
12. List the challenges faced by a budding entrepreneur in launching a media business in India.
13. Elucidate the functions of management.
14. Discuss ownership patterns of mass media in India.
15. Write short notes on the following:
 - a. TRAI
 - b. FDI
16. Differentiate between government-controlled media and privately-owned media.
17. Elaborate the roles and responsibilities of NFDC in promoting cinema in India.

PART – C

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

(2 X 20 = 40)

18. Elaborate on the principles of management.
19. Discuss the contemporary management issues prevalent in the media industry.
20. Explain the phases of film production and how these are to be managed
21. The traditional television viewing in India is diminishing and consumption of television content through online platform have steadily increasing. Critical examine the problem faced by the TV media house heads in managing the economics and dynamics of the digital platforms.
