



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

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

**SIXTH SEMESTER – APRIL 2019**

**16UVC6MC01/ VC 6610 – MEDIA MANAGEMENT**

Date: 04-04-2019

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**PART-A**

**ANSWER THE FOLLOWING.**

**(10x2=20 Marks)**

1. Decentralisation
2. Public Limited Company
3. Conglomerate
4. News Agencies
5. Budgeting
6. Webcasting
7. Project Management
8. CTC
9. Product Placement
10. FDI

**PART-B**

**Answer any FIVE in about 200 words each**

**(5x8=40 Marks)**

11. Explain the function of the management.
12. Emphasize the necessity of collaborating with news service agencies.
13. Distinguish between government and private media ownership.
14. Comment on the recent reforms carried out by TRAI in the Cable Industry.
15. Identify the sources of revenue for a media organization
16. Write notes on Media Consumer behavior.
17. “Emergencies of Multiplexes has enabled viewership” Comment.

**PART-C**

**Answer any TWO questions in about 400 words each**

**(2x20=40 Marks)**

18. What are the modern approaches to Media management? Explain with suitable example.
19. Explain the systems of film financing in India.
20. Comment on the rise of satellite TV in the post globalization scenario.
21. Discuss the Issues of FDI in Indian Media.

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