LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc.DEGREE EXAMINATION –VISUAL COMMUNICATION

FOURTH SEMESTER – APRIL 2019

17PVC4MC02– MEDIA MANAGEMENT

Date: 08-04-2019   Dept. No.   Max. : 100 Marks
Time: 09:00-12:00

PART - A

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

1. Consumer Subscription Fatigue
2. Brand Transparency
3. Analytics Dashboards
4. Machine Learning
5. Intelligent Chatbots
6. List POE Media of any one brand.
7. FTA Genre
8. AaaS Framework
9. The four EI strategies for the workplace.
10. Name the four operating models for new age media companies.

PART - B

Answer any FIVE questions in about 200 WORDS each: (5x8=40 marks)

11. List the three vectors of media growth and consumption in India. Add points on economic growth and job creation.

12. Is Blockchain technology a hype or a disruptor in reality?

13. Write about the convergence of traditional and digital films distribution models.

14. Describe the Big Data Analytics Framework and Content Analytics Framework for the media industry.

15. Differentiate the approaches of the Classical School of Management with the Human Relations School of Management.

16. What are the ground realities of AI adoption by brands in India?

17. Leadership is positively related to entrepreneurship. Explain with examples.

PART - C

Answer any TWO questions in about 400 WORDS each: (2x20=40 marks)

18. Write a critical essay on the role of the media industry, when participation is the product.

19. Describe the art and business of the Gaming Industry with a case study.

20. Explain the recent changes in the Radio and Print industries using specific metrics, changes in value chain, and other management insights.

21. What are the key theoretical premises of Alan Albarran in his seminal work on Media Management?

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1