



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.A. DEGREE EXAMINATION – MEDIA ARTS

THIRD SEMESTER – APRIL 2022

18PMA3MC03 – MEDIA BUSINESS & MANAGEMENT

Date: 15-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART-A

Answer the following questions

(10X2=20 Marks)

1. SWOT
2. Organizational Structure
3. Production Department
4. Marketing Mix
5. IMC
6. Creativity
7. Production Controller
8. PRO
9. Journalistic Ethics
10. PCI

PART-B

Answer FIVE of the following with relevant theories and examples (5X8= 40 Marks)

11. Explain the concept Media management in detail.
12. Discuss the stage of Print Media
13. Write about management in FM Channels.
14. Explain the flow chart of Production House
15. Explain the different types of management skills in detail.
16. Write about the advertising business.
17. Discuss the management hierarchy in news channels

PART-C

Answer TWO of the following with relevant case study

(2X20= 40 Marks)

18. Explain 'Henri Fayol' principles of management in detail with relevant to media.
19. List out the different types of departments in media industry
20. Do you think print industry will survive after the emergence of Digital Marketing?
21. Explain the decision making process in Television Industry
