



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SIXTH SEMESTER – APRIL 2023

16/17/18UVC6MC01 – MEDIA MANAGEMENT

Date: 03-05-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART-A

Answer all the following in around 50 words

(10x2=20 Marks)

1. Departmentalization
2. Unity of Command
3. Floor Manager
4. Digital Asset
5. OTT
6. Sales Promotion
7. Marketing Communication
8. Top level Managers
9. Human skills
10. TRP

PART-B

Answer any five of the following in around 200 words

(5x8=40 Marks)

11. List out the departments in a Television Channel.
12. Explain the crisis management in detail.
13. Discuss about Managerial skills in film media.
14. Categorize the types of media institution in detail.
15. Write about hierarchy in a newspaper industry.
16. Discuss the managerial skills in detail.
17. Explain the concept of media buying and planning.
18. Explain the importance of censorship in media.

PART-C

Answer any two of the following in around 400 words

(2x20=40 Marks)

19. Explain the principles of management in detail with relevance to media.
20. Discuss the growth of digital media in detail.
21. Explain the process of production and distribution in film industry.
22. Explain the news production management in detail.

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