

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FOURTH SEMESTER – APRIL 2023

PVC 4502 – MEDIA MANAGEMENT

Date: 03-05-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART A

Answer all of the following in around 50 words each:

(10x2=20 marks)

1. Chain ownership.
2. Decentralization.
3. Initiative – Principle of management.
4. Classic organisation theory.
5. News management.
6. Convergence of media.
7. Cross over cinema.
8. New technologies in film.
9. Sole Proprietorship.
10. Emergence of online media.

PART B

Answer any FIVE of the following questions in detail about 200 words each

(5x8=40 marks)

11. Identify the problems, process, and prospects of launching media ventures.
12. Recognise the roles of production manager.
13. Explain Film Development Corporation.
14. Define FDI in Indian media.
15. Summarise the roles of TRAI.
16. Discuss the government regulation in online media.
17. Assess the consequences of new technology in films.

PART C

Answer any TWO of the following questions in detail about 400 words each

(2x20=40 marks)

18. Examine the principles of management.
19. Critically analyse the government regulatory mechanism and policy changes.
20. Categorise the media ownership pattern in India.
21. Analyse the transformation of Cable television to satellite television industry.

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