



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

**B.M.M. DEGREE EXAMINATION – ANIMATION**

**SIXTH SEMESTER – APRIL 2023**

**UMM 6503 – PRODUCTION MANAGEMENT**

Date: 05-05-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**PART-A**

**ANSWER THE FOLLOWING.**

**(10x2=20 Marks)**

1. Define the functions of staging department.
2. Define Media Management.
3. What is Summary sheet?
4. Define the importance of colour coding?
5. What do you mean by Information Management?
6. What is the best way to organize receipts?.
7. What is the importance of decision making during crisis?
8. Define Verbal communication.
9. What is mean by Zero Padding?
10. What is Logistics Management?

**PART-B**

**ANSWER ANY FIVE QUESTIONS**

**(5x8=40 Marks)**

11. Explain about the need and importance of production Management.
12. Write on the techniques of Production Management.
13. Highlight the importance of budgeting for an organization.
14. What is meant by depart mentation? Explain the different bases of depart mentation.
15. Elaborate on the challenges faced while managing the Digital Asset.
16. Explain about the types of communication?
17. Write a brief note on different file formats and physical mediums used for delivery of final output.

**PART-C**

**ANSWER ANY TWO QUESTIONS**

**(2x20=40 Marks)**

18. Explain in detail about the production management in Media.
19. Describe the relationship between Theatre and Games.
20. Comment on the necessity of Media scheduling. In what way does it affect the production management?
21. Analyze the film industry in terms of production, distribution and exhibition systems.

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