

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



**B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION**

**SIXTH SEMESTER – APRIL 2023**

**VC 6610 – 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. Management
2. Henri Fayol
3. Copyright
4. Code of Conduct
5. Departmentalization
6. Remuneration
7. Esprit de Corps
8. Top level Managers
9. Human skills
10. Promotion

**PART-B**

**Answer any five of the following in around 200 words**

**(5x8=40 Marks)**

11. Explain the functions for Management
12. Write about pattern of Management in detail
13. Discuss about Managerial skills
14. Explain the role of HR in a media institution
15. Write about an Organizational Structure in a newspaper industry
16. Explain the different level of managers in detail
17. Explain the concept of media scheduling
18. Explain the importance of a legal department in a TV Channel

**PART-C**

**Answer any two of the following in around 400 words**

**(2x20=40 Marks)**

19. Explain the principles of management in detail.
20. Explain the media planning process in detail
21. Explain the personnel management in media organization
22. List out the departments in a Television Channel.

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