

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2009

VC 1807 - MEDIA MANAGEMENT

Date & Time: 13/11/2009 / 1:00 - 4:00

Dept. No.

Max. : 100 Marks

PART- A

Answer the following in about 50 words each.

10 X 2 = 20

1. Marketing mix
2. Campaign
3. Budgeting
4. Preproduction
5. Media planning
6. Delegation
7. Publicity
8. Brand image
9. Auditing
10. Production manager

PART – B

Answer any FIVE questions about 200 words each.

5 X 8 = 40

11. Explain the principles of management.
12. Describe the functions of a personal manager.
13. Write about the importance of planning in media management.
14. What do you mean by advertising management? Explain.
15. Explain the post-production stage of film production.
16. Write about the process of decision making.
17. Describe the pros and cons of departmentalization.

PART – C

Answer any TWO questions in about 400 words each.

2 X 20 = 40

18. Describe the process of campaign planning.
19. Trace the history of management theories.
20. Discuss the tools and techniques of sales promotion.
21. Discuss issues involved in managing a media organization.
