



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION - VISUAL COMMUNICATION

THIRD SEMESTER – NOVEMBER 2013

VC 3816/3800 - MEDIA MANAGEMENT

Date : 09/11/2013
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

PART- A

Answer all the following questions in 50 words each

10X2=20

1. Foresight
2. Scalar chain
3. TQM
4. FDI
5. PrasarBharathi
6. Manish Tiwari
7. First privately owned satellite channel
8. Sale territory
9. Cross over cinema
10. Defamation

PART- B

Answer any five of the following

5x8=40

11. Illustrate administrative management theory
12. Enumerate the working procedure of an editorial department in a newspaper organization
13. What are the different business model in television broadcasting?
14. Explain, three tier programming service of Doordharshan
15. Draw the structure of a television news channel
16. Describe at least four types of media ownership
17. Give in details the growth of cable industry
18. What are the advantage of media convergence of media?

PART –C

Answer any two of the following

2x20=40

19. Enumerate the various cost factors in film making
20. Illustrate Principal of management
21. Describe the various revenue pattern in newspaper organisation
22. Explain the role of democracy in media management.
