



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – NOVEMBER 2014

VC 3816 - MEDIA MANAGEMENT

Date : 05/11/2014
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART A

Answer ALL the question in about 50 words each:

10x2=20

1. Self-actualisation
2. Theory Z
3. Indian Readership Survey
4. Media space
5. 'Multiplex' Films
6. Production house
7. Cost per viewer
8. Floor manager
9. RNI
10. Convergence

PART B

Answer any FIVE questions in about 200 words each:

5x8=40

11. Explain the contributions of Hierarchy of needs theory for organization.
12. List out the problems and prospects of newspaper industry in India
13. Write a detailed account of Press Information Bureau
14. Explain the emerging changes in modes of revenue for film industry in India
15. What are the measures used to estimate the reach and effectiveness of various media?
16. What are the roles and functioning of government publicity organisations?
17. Explain the role of technology in media business

PART C

Answer any TWO questions in about 400 words each:

2x20=40

18. What are the challenges of newspaper management in the digital age with reference to the Indian situation?
19. Describe the evolution of cable industry in India
20. India remains the most unregulated television market in the world; the grey areas inherent in the legal structure are responsible for much of the current frustration with content issues- Do you agree? Substantiate
21. Bring out the evolution and contributions of different schools of management and explain the need for media management.
