



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – NOVEMBER 2015

VC 3816 - MEDIA MANAGEMENT

Date : 07/11/2015
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART - A

Answer ALL questions in about 50 WORDS each:

(10x2=20)

1. Henri Fayol
2. Zweckrational
3. Fredrick W. Taylor
4. Dual Market Theory
5. DTH
6. Media Audit
7. Below the Line
8. OOH
9. Netflix
10. What is the average success rate in the Music Industry?

PART - B

Answer any FIVE questions in about 200 WORDS each:

(5x8=40)

11. Write short notes on Max Weber, Abraham Maslow and the Human Relations School of Management.
12. Draw the structure of an advertising agency and describe the roles and functions of various departments.
13. What is Design Thinking, how does it offer Management Solutions? Illustrate with a case study.
14. Describe the role and functions of the TRAI.
15. Name four important leaders in the Indian Media Industry and mention how they have changed the nature of the business.
16. Explain the reasons for the growth of FM Radio in India.
17. How did technology help in the revival of Cinema after the Cable Industry boom?

PART - C

Answer any TWO questions in about 500 WORDS each:

(2x20=40)

18. The motive of a media industry is the same as that of other sectors: Profit. And yet, there is a vast difference in managing a media industry. What are the characteristics of the media industry that contribute to this phenomenon? Explain with examples.
19. How is the News Media Industry combating convergence and disruptive innovations today? What is the way forward?
20. What are the global threats to Net Neutrality? Should telecom operators charge Internet users extra fees for using specific websites and allow easy access to some sites? Argue.
21. Differentiate the approaches of the Classical School and the Human Relations School to Management.
