



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – NOVEMBER 2016

VC 3816 - MEDIA MANAGEMENT

Date: 05-11-2016
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART - A

Answer ALL questions in about 50 WORDS each:

(10x2=20)

1. Mary Parker Follet.
2. Scalar Chain.
3. Dual Market Theory.
4. Hawthorne Effect.
5. TQM.
6. Below the Line.
7. OOH.
8. Netflix.
9. What is the average success rate in the Music Industry?
10. Huffington Post.

PART - B

Answer any FIVE questions in about 200 WORDS each:

(5x8=40)

11. Explain Porter's Five Forces Analysis of the Entertainment Industry.
12. Illustrate the structure of an advertising agency and explain how Social Media and PR is reshaping several roles and functions.
13. What does IDEO create by offering Design Solutions to Management Challenges?
14. Describe the role and functions of the TRAI.
15. How has Mobile Communications changed Audience Behaviour and Content Needs?
16. How have new revenue streams emerged in the Music Industry? Illustrate.
17. Taking QUBE Cinema as an example, highlight the recent trends in Film Distribution and Exhibition systems.

PART - C

Answer any TWO questions in about 400 WORDS each:

(2x20=40)

18. If you are an Entrepreneur, what are the questions that you should ask to create Strategic Connections for your business? Illustrate with your own examples.
19. How is the News Media Industry reshaping itself? Using Huffington Post as a Case Study, explain strategies like 'Digital First' and 'Mobile First'.
20. What are the key drivers of the Indian M&E Industry? How much of an influence does FDI have on its growth?
21. Explain the key theories and concepts of the Classical School and the Human Relations School of Management.
