



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SIXTH SEMESTER – NOVEMBER 2016

VC 6610/VC 6656/VC 6603 – MEDIA MANAGEMENT

Date: 15-11-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

Part –A

Answer ALL the following in not more than 50 words

(10x2=20 marks)

1. Media venture
2. Trusts
3. News Agencies
4. News room
5. Multiplexes
6. Organisational Culture
7. DTH
8. Webcasting
9. TRAI
10. FDI

Part-B

Answer any FIVE from the following in not more than 100 words

(5x8=40 marks)

11. Explain briefly planning and control for a media house.
12. Discuss the ownership pattern that is followed in a Newspaper organisation.
13. Write a short note on cross over cinema trends that are prevalent in Indian cinema.
14. Critically evaluate the rise of satellite TV.
15. Explain the responsibilities of a media manager.
16. Comment on the policy of FDI in different media industries.
17. Discuss the regulatory mechanism exercised by Government.

Part- C

Answer any TWO questions from the following in not more than 200 words

(2x20=40 marks)

18. Elaborately explain the principles of management.
19. 'Collaborating with news agencies is an enormous task'. Justify.
20. Discuss the consequences of new technology on film.
21. Analyse the film industry in terms of production, distribution and exhibition systems.
