



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SIXTH SEMESTER – APRIL 2025

16/17/18 UVC6MC01 – MEDIA MANAGEMENT



Date: 23-04-2025

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

SECTION – A

Answer ANY FOUR of the following

4 x 10 = 40 Marks

1. Explain the principles of management in media organizations.
2. Discuss the different ownership patterns of mass media in India with examples.
3. How do newspaper organizations manage newsrooms and collaborate with news service agencies?
4. Examine the structure of newspaper organizations.
5. Describe the role of Film Development Corporations in financing films in India.
6. What are the consequences of new technology on film production and distribution?
7. What is the role of TRAI in regulating the Indian television industry?
8. Analyze the concept of Public Service Broadcasting and its significance in India.

SECTION – B

Answer ANY THREE of the following

3 x 20 = 60 Marks

9. Evaluate the process and challenges of launching a new media venture in India.
10. Analyze the impact of digital media on traditional newspaper organizations.
11. Discuss the role of government policies in shaping the Indian film industry.
12. Examine the role of production houses in the growth of television channels.
13. Evaluate the challenges and opportunities in managing online media.
14. Discuss the impact of globalization on Indian media industries.

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