



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SIXTH SEMESTER – APRIL 2025

UVC 6502 – MEDIA MANAGEMENT



Date: 26-04-2025

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

SECTION A - K1 (CO1)

Answer ALL the Questions -

(10 x 1 = 10)

1. Fill in the blanks.

- Organizing involves the allocation of _____ and coordination of tasks.
- _____ is the function that ensures employees perform their duties effectively.
- Globalization leads to increased _____ among businesses in different countries.
- Technology and automation require managers to continuously focus on _____.
- The Artha Shastra, written by _____, provides early insights into governance and management.

2. Match the following.

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|-----------------------------------|--|
| a) Global Market Access | i) Dealing with international regulations. |
| b) Cultural Sensitivity | ii) Adapting to global technologies. |
| c) Technological Integration | iii) Managing diverse teams. |
| d) Political and Legal Challenges | iv) Expanding customer reach. |
| e) Cross-Cultural Communication | v) Understanding cultural differences. |

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. Definitions

- Audience Engagement.
- Media Marketing.
- Crisis Management.
- Outsourcing.
- Strategic Planning.

4. True or False

- Cross media ownership refers to the ethical and moral guidelines in leadership and management.
- Planning involves setting goals and determining how to achieve them, not monitoring employees.
- Media managers are responsible for managing the budget and resources for media projects and campaigns.
- Global supply chains allow companies to source materials from different countries to reduce costs.
- Audience interests and feedback are crucial in media management for creating relevant and engaging content.

SECTION B - K3 (CO2)**Answer any TWO of the following****(2 x 10 = 20)**

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| 5. | Discuss Stephen P. Robbins' five key management principles and their relevance to the Indian film industry. |
| 6. | Analyze the statement "The business of business is business" in the context of media and entertainment industries. Justify your answer with relevant examples. |
| 7. | Explain the key strategies involved in acquiring, maintaining, and developing a skilled workforce in the media and entertainment industry. |
| 8. | Outline the step-by-step process of breaking down a film script for production planning. Discuss the essential paperwork involved in detail. |

SECTION C – K4 (CO3)**Answer any TWO of the following****(2 x 10 = 20)**

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| 9. | Discuss five key suggestions for improving gender representation and leadership opportunities in the South Indian media industry with suitable examples. |
| 10. | Explain recent technological advancements in filmmaking and their impact on production quality and audience engagement with its key parameters. |
| 11. | Examine different types of conflicts that arise in media organizations and discuss the skills required to handle them effectively with necessary industrial related examples. |
| 12. | Compare and contrast "Management by Objectives" and "Manipulation by Objectives" in the context of media and film production. |

SECTION D – K5 (CO4)**Answer any ONE of the following****(1 x 20 = 20)**

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| 13. | <p>“If your media channel is suddenly shut down due to financial, regulatory, or technical issues, explain what steps would you take to revive it?”</p> <p>i) Discuss the possible reasons why a media channel might be stopped.
ii) Explain the immediate and long-term strategies to address the issue.
iii) Highlight the role of management, audience engagement, financial restructuring, and digital alternatives.
iv) Provide real-world examples of media houses that successfully overcame similar challenges.</p> |
| 14. | <p>“India plays a significant role in the global media Industry. Does India contribute more through financial investment, media influence, or human resource expertise?”</p> <p>i) Compare India's financial investment in global media vs. its supply of skilled professionals.
ii) Discuss India's dominance in content creation (Bollywood, news agencies, IT in media).
iii) Examine India's soft power through its media exports and cultural influence.
iv) Provide examples of Indian media professionals excelling globally.</p> |

SECTION E – K6 (CO5)**Answer any ONE of the following****(1 x 20 = 20)**

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| 15. | Critically analyse equity theory of motivation in media industry. |
| 16. | Discuss the role of Human Resource Management in the media industry and explain how those steps contribute to create innovative content. |

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