



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

Answer ANY FOUR of the following

4 x 10 = 40 Marks

1. Explain the basic functions of a manager and their significance in media management.
2. Explain the key management strategies in ancient Indian texts and their applications.
3. Discuss the impact of contemporary business strategies on the Indian film industry.
4. Explain the importance of acquisition, maintenance, and development in media organizations.
5. How would you handle the shutdown of a media channel? Propose a course of action.
6. Compare and contrast mission statements from two media organizations.
7. Examine gender and leadership roles in the South Indian media industry.
8. How do new technologies influence film production and distribution?

SECTION – B

Answer ANY THREE of the following

3 x 20 = 60 Marks

9. Evaluate the challenges faced by media managers.
10. Discuss the breakdown of a film script and its significance in production management.
11. Analyze the significance of leadership styles within media organizations.
12. Examine India's role in global media management and its influence on emerging media markets.
13. Analyze the steps involved in the Human Resource Management (HRM) process.
14. Discuss the contemporary approaches to media management and their effectiveness.

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