



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SIXTH SEMESTER – APRIL 2025

VC 6603 – MEDIA MANAGEMENT



Date: 10-05-2025

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION – A

Answer ANY FOUR of the following

4 x 10 = 40 Marks

1. Define media management. Explain its scope in today's digital era.
2. What are the core functions of a media manager?
3. Distinguish between public and private media ownership.
4. Write a short note on FDI in Indian media.
5. Explain the significance of TRPs in television media management.
6. What is a media business model? Give one example.
7. Describe the process of budgeting in a media organisation.
8. What is the role of advertising in media revenue generation?

SECTION – B

Answer ANY THREE of the following

3 x 20 = 60 Marks

9. Discuss the challenges faced by media managers in a rapidly changing media environment.
10. Evaluate the impact of globalization on Indian media management.
11. Explain in detail the process of media planning and buying.
12. Discuss the revenue generation strategies of print media and digital media.
13. Examine the ethical responsibilities of media managers with suitable examples.
14. Critically evaluate the role of technology in transforming media operations.

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