

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM

SIXTH SEMESTER – APRIL 2022

UDJ 6501 – MEDIA MANAGEMENT AND PROFESSIONAL ETHICS

Date: 15-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

Section – A

Answer ALL the Questions in one or two sentences

(10 x 2 = 20 Marks)

1. Define creative strategy.
2. Describe media ownership.
3. Define cross medium ownership.
4. What is theory X?
5. Expand ABC and DAVP.
6. What is an apex body?
7. Mention two market survey techniques.
8. Specify basic principles of management.
9. State two media ethics.
10. What is First Press Commission of India?

Section – B

Answer any FIVE of the following in 150 words

(5 x 8 = 40 Marks)

11. Explain the process and prospects of launching a media venture.
12. Describe the ownership pattern of media in India.
13. Explain any four functions of media management.
14. How can media planners maximize impact per exposure? Discuss.
15. Describe the process of budgeting and finance in media.
16. Elaborate the planning and execution of programme production.
17. Explain the code of conduct for media professionals.

Section – C

Answer any TWO of the following in 250 words

(2 x 20 = 40 Marks)

18. Elucidate in detail the principles of media management with its functional strategies.
19. Illustrate and explain the hierarchy and organizational structure of media.
20. Discuss the economics and strategies of media management in detail.

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