LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.A.DEGREE EXAMINATION – **MEDIA ARTS**

THIRDSEMESTER – APRIL 2018

16PMA3MC03- MEDIA BUSINESS & MANAGEMENT

Date: 03-05-2018 Dept. No. Max. : 100 Marks
Time: 09:00 -12:00

எவையேனும் 4 வினாக்களுக்கு 200 வார்த்தை அளவில் விடையளிக்க.

4 × 5 = 20மதிப்பெண்கள்

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What is Management? Write about the basics of Management?

2. □□□□□□□□□ □□□□□□□□ □□□□□□□ □□□□□□□□□ 14 □□□□□□□□ □□□□?
What are the 14 Management Principles of Henry Foyal

3. □□□□□□□□□ □□□□□□□□□□□ □□□□ □□□□□□□□□□□ □□□□□□□.
Hierarchy of Needs Theory of Abraham Maslow

4. □□□□□□□□□□□□□□□□□□□□, □□□□□□□□□□□□□□□□□□□□

13. [illegible], [illegible], [illegible] [illegible], [illegible].

Compare and Contrast Self Management, Office Management and Media Management.

14. [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible], [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible].

Write an example of a successful company in the field of media and describe its management principles for the success.

15. [illegible] [illegible] [illegible], [illegible] [illegible] [illegible] [illegible].

It is necessary to have creativity and media management knowledge for a successful media production - Evaluate.

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