

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SIXTH SEMESTER – APRIL 2022

16/17/18UVC6MC01 – MEDIA MANAGEMENT

Date: 15-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

PART-A

ANSWER THE FOLLOWING NOT EXCEEDING 50 WORDS EACH. (10x 2= 20 marks)

1. E-Governance
2. Media Convergence
3. Convergence
4. Media Planning
5. DTH
6. Prasar Bharathi
7. Budgeting
8. CNN – IBN
9. TRAI
10. FDI

PART – B

ANSWER ANY FIVE OF THE FOLLOWING IN 200 WORDS EACH. (5x 8= 40 marks)

11. Write a note on news management.
12. Discuss the process involved in Film production
13. Comment on the film financing with examples.
14. Explain the advantages of scheduling
15. Discuss the collaborative work culture between Television channels and production houses
16. Write short notes on Media ownership pattern in India
17. Decentralization is key to any organizational growth'

PART- C

ANSWER ANY TWO OF THE FOLLOWING IN 400 WORDS EACH. (2x20= 40 marks)

18. Discuss observation as a method of data collection.
19. Explain the role of research in the media industry.
20. Discuss in detail the importance and the steps involved in questionnaire design.
21. Explain the ethical aspects of Research.
