LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – **VISUAL COMMUNICATION**

FOURTH SEMESTER – **APRIL 2022**

PVC 4502 – MEDIA MANAGEMENT

Date: 17-06-2022 Dept. No. Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

PART A

ANSWER ALL QUESTIONS **(10x2=20 marks)**

1. Name the theorists who outlined the Political Economy Theory of Mass Media.
2. Where does entrepreneurship fit in the hierarchy of needs diagramme?
3. Name any two popular influencers on Instagram and define their influence.
4. Name a recent Media Acquisition in India.
5. Why is Squid Game popular? Have you watched it?
6. Expand TRAI, who is its Director?
7. What is Multipotential? What are yours?
8. What is Spotify?
9. What are the qualities of Leadership according to Bennis.
10. Expand and Explain : TQM

PART B

ANSWER ANY FIVE QUESTIONS IN ABOUT ONE PAGE EACH: **(5x8=40 marks)**

11. Draw the Business Model Canvas and apply it for your start up.
12. Illustrate the Production Work Flow of the place of your Internship. Add suggestions.
13. What is Political Economy Theory of Mass Media is it relevant for Digital Media?
14. Name the Key Management Takeaways from your Internship? Outline thematically.
15. How did Amazon enter the Indian market? Outline its success strategies.
16. What is the matrix proposed by the Boston Consulting Group to map products/services?
17. Explain the Operations Management success of Mumbai Dabbahwallahs.

PART C

ANSWER ANY TWO QUESTIONS IN DETAIL: **(2x20=40 marks)**

18. How do the Cultural Dimensions affect Work Output? Use examples from the organizations that you have worked so far.
19. Mention the successful human relations management and HR practices that helped the Taj Hotel manage a huge crisis.
20. What is the PESTEL Analysis? Conduct an audit for any one media segment.
21. What are NFTs? How are media professionals and artists using NFTs to advantage?

&&&&&&&&&&&