

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SIXTH SEMESTER – APRIL 2022

UVC 6502 – MEDIA MANAGEMENT

Date: 17-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION – A

Give brief answers to ALL the following questions in 50 words each

(10 X 2 = 20)

1. Management
2. Workforce
3. Media enterprise
4. First-line manager
5. Post-production
6. Mission statement
7. Media convergence
8. Innovation
9. Media research
10. Entrepreneur

SECTION – B

Write short notes on ANY FIVE of the following in about 200 words each.

(5 X 8 = 40)

11. Explain in detail the preproduction process of film production.
12. Write a note on globalization and the media workforce.
13. Elaborate on characteristics, roles and responsibilities of the media manager.
14. List the challenges faced by a budding entrepreneur in launching a media business in India.
15. Write a detailed note on human resource management in the media industry.
16. Elucidate media management in the digital age.
17. Discuss the contemporary management issues prevalent in the print media industry.

SECTION – C

Write an essay on ANY TWO of the following in about 400 words each.

(2 X 20 = 40)

18. Explain the following in detail with relevant examples.
 - a. Film scheduling
 - b. Conflict management in film production
19. Explain the following in detail with relevant examples.
 - a. Equity theory of motivation
 - b. Principles of management
20. Explain the following in detail with relevant examples.
 - a. Gender and media personnel
 - b. Leadership in the media business

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