

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.A. DEGREE EXAMINATION – MEDIA ARTS

THIRD SEMESTER – APRIL 2023

16/17/18PMA3MC03 – MEDIA BUSINESS & MANAGEMENT

Date: 02-05-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

(10 x 2 = 20 Marks)

Answer ALL questions

1. Media
2. Advertising Standard Council
3. TRP
4. Media Vehicle
5. TV Slot
6. Sales Promotion
7. Product Placement
8. OTT
9. Advertising Tariff
10. Prime Time

PART – B

(5 x 8= 40 Marks)

Answer any FIVE questions

11. Explain the term Marketing Communication and Marketing Management.
12. Write about the role of regulatory frameworks in shaping media business strategies
13. What are the different revenue generation models used by media companies?
14. How can print media companies stay relevant in the digital age?
15. Explain content creation and distribution process in media
16. Discuss the principles of management with relevant to media with examples
17. Explain the concept of Media planning in detail.

PART – C

(2 x 20 = 40 Marks)

Answer any TWO questions in 400 Words

18. Explain the process of media buying and selling in print and visual media in detail
19. Discuss the impact of globalization on media business management.
20. How does digital marketing impact consumer behaviour, brand identity, and overall marketing strategies in the modern business landscape?
21. Explain the role of social media platforms to build brand awareness, engage with audiences, and generate revenue
