

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**



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

**SIXTH SEMESTER – APRIL 2023**

**UVC 6502 – MEDIA MANAGEMENT**

Date: 03-05-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**SECTION A**

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

**(10 x 2 = 20)**

1. FDI
2. Streaming Media
3. Market Share
4. Entrepreneurship
5. RoI
6. NFDC
7. E-Governance
8. CSR
9. Innovation in Business
10. DBMS

**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 function of management with examples.
12. Write a note on globalization and the media workforce.
13. Elaborate on corporate governance in the media business.
14. List the parameters that affect the film scheduling.
15. Write a detailed note on leadership in the media business.
16. Elucidate media management in the digital age.
17. Discuss a few techniques to manage the print media industry effectively.

**SECTION C**

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

**(2 x 20 = 40)**

18. American businessman and entrepreneur said “The art of effective listening is essential to clear communication, and clear communication is necessary to management success” Do you agree with the statement? Argue with examples.
19. Explain the following in detail with relevant examples.
  - a. Mergers and acquisitions in media
  - b. Equity theory of motivation
20. "First plan your work, then work your plan" Comment on the statement with regards to media management.

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