



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM

SIXTH SEMESTER – APRIL 2024

UDJ 6501 – MEDIA MANAGEMENT AND PROFESSIONAL ETHICS

Date: 01-04-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A – K1 (CO1)

Answer ALL the questions

(10 x 1 = 10)

1

Match the following

List-I

List-II

- | | | |
|----|---------------------|------------------|
| a) | a. Discussion on TV | 1. Floor Manager |
| b) | b. Prime Time | 2. Presenter |
| c) | c. Programme | 3. Guest |
| d) | d. TV Studio | 4. TRAI |
| e) | e. Cable Network | 5. Advertisement |

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Choose the best answer

- a) TRAI stands for.
- A. Training rural achievement India
 - B. Telecom Regulatory Authority of India
 - C. Television regulation advertising in India
 - D. Teaching radio act India
- b) Mentoring is primarily associated with the management function of.
- A. planning
 - B. organizing
 - C. leading
 - D. controlling
- c) Brand awareness is a customers to recall and recognize the brand, the logo and the advertisements.
- A. ability
 - B. difficulty
 - C. action
 - D. process
- d) Media _____ is a primary goal of advertising media planning and buying.
- A. frequency

	B. efficiency C. flexibility D. Reach
e)	Interactive media can be best described as A. Customized Marketing Messages B. Marketing Communications Mix C. Marketing Mix D. Media that allow two-way messages between company and consumer
SECTION A – K2 (CO1)	
	Answer ALL the questions (10 x 1 = 10)
3	Define the following
a)	Media Planning
b)	Media Ownership
c)	In-house Advertisement
d)	Authority and Responsibility
e)	Bloggers.
4	Abbreviate the following
a)	IRS
b)	TRAI
c)	ABC
d)	DAVP
e)	SWOT
SECTION B – K3 (CO2)	
	Answer any TWO of the following (2 x 10 = 20)
5	Write a brief notes on Newspaper Circulation
6	Sketch any five management principles.
7	Write a note on SWOT analysis
8	Explain Media Organizational Behavior.
SECTION C – K4 (CO3)	
	Answer any TWO of the following (2 x 10 = 20)
9	List out 14 Principles of Management
10	Analyze Cost factor in Media Planning.
11	Examine Scope of online advertising
12	Explain the key members who work in a print media Organization and their Responsibilities.
SECTION D – K5 (CO4)	

	Answer any ONE of the following (1 x 20 = 20)
13	Explain the importance of organization behavior
14	Evaluate the marketing and distribution strategies of Newspapers.
SECTION E– K6 (CO5)	
	Answer any ONE of the following (1 x 20 = 20)
15	Elaborate the structure and Function of Television News Production.
16	Construct the structure and function in a Newspaper Organization

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