

**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

**Answer ALL the Questions -**

**(10 x 2 = 20)**

- |     |                                 |
|-----|---------------------------------|
| 1.  | Journalism                      |
| 2.  | Marketing                       |
| 3.  | PR Professionals                |
| 4.  | Financial management            |
| 5.  | Content Creators                |
| 6.  | Editors and Producers           |
| 7.  | Legal compliance                |
| 8.  | Human Resources                 |
| 9.  | Monetization                    |
| 10. | Photographers and Videographers |

## SECTION B

**Answer any FOUR of the following**

**(4 x 10 = 40)**

- |     |                                                                                  |
|-----|----------------------------------------------------------------------------------|
| 11. | Chart the hierarchy structure of media.                                          |
| 12. | Analyze the various departments in broadcast media.                              |
| 13. | Explain the functions and organizational structure of the production department. |
| 14. | Write a note on DAVP, INS and ABC.                                               |
| 15. | Evaluate advertising strategy in print media.                                    |
| 16. | Compare economics of online and print media.                                     |
| 17. | Distinguish between capital cost and production cost.                            |
| 18. | Analyze the various techniques used in market surveys.                           |

## SECTION C

**Answer any TWO of the following**

**(2 x 20 = 40)**

- |     |                                                                                             |
|-----|---------------------------------------------------------------------------------------------|
| 19. | Revise the code of conduct for media professionals                                          |
| 20. | Justify any two media persons for being a professional ethical journalist, with an example. |
| 21. | Summarize planning and execution of programme production.                                   |
| 22. | Compose detailed information on the ownership pattern of three media production companies.  |

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