



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.

|||||||