

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

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

SIXTH SEMESTER – **APRIL 2024**

## UVC 6502 – MEDIA MANAGEMENT

Date: 08-04-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

## PART - A

**(10 X 2 = 20)**

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

1. Media management
2. Leadership
3. Manager
4. Media Conglomerates
5. Business entrepreneur
6. Human resources
7. Vision
8. Authority
9. Client management
10. Market study

## PART – B

**(4 X 10 = 40)**

Write short notes on **ANY FOUR** of the following questions in about 200 words each.

11. Write a brief note on the structure of a Television organization
12. List the challenges faced by a budding entrepreneur in managing finance.
13. Explain the organizational structure of a radio channel
14. Discuss ownership patterns of mass media in Tamilnadu
15. Write short notes on Television rating point
16. Explain the role of government in effective functioning of media
17. Elaborate the roles and responsibilities of the censor board
18. Elaborate on Line Production in cinema

## PART – C

**(2 X 20 = 40)**

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

19. Elaborate on the principles of management by Henri Fayol
20. Discuss the challenges in running a You tube channel
21. Explain the role of a director in films
22. The theaters are replaced by OTT platforms. How to tackle this challenge?

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