

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

SECTION A – K1 (CO1)

Answer ALL the questions		(10 x 1 = 10)
1	Fill in the blanks	
a)	The four basic functions of a manager are planning, organizing, _____, and controlling.	
b)	Artha Shastra management principles focus on _____ leadership and governance.	
c)	Effective media management requires _____ decision-making and innovation.	
d)	The breakdown of a film script involves analyzing scenes, _____, and production requirements.	
e)	Mission statements articulate an organization's _____ and purpose.	
2	Match the following	
a)	Organizing	i. Cast availability
b)	Parameter of schedule	ii. Hardwork and Motivation
c)	J.B. Priestley	iii. Combinations of all Media
d)	Equity theory	iv. Detemines who deos what
e)	Media ecosystem	v. Cross-border trade

SECTION A – K2 (CO1)

Answer ALL the questions		(10 x 1 = 10)
3	True or False	
a)	Challenges for any management, whether related to globalization or workforce, are dynamic and constantly evolving.	
b)	Robbins suggests five specific strategies for the Indian film industry to address challenges and improve management practices.	
c)	A breakdown of a film script and related paperwork is essential for efficient production planning and execution.	
d)	India contributes to media through a combination of financial investments, human resources, and innovative content.	
e)	Gender and leadership dynamics in the South Indian media industry have a significant impact on management practices.	
4	Define the following.	
a)	Media Manager	
b)	B2B	
c)	Equity theory of motivation	
d)	Corporate Governance	
e)	Script breakdown	

SECTION B – K3 (CO2)

Answer any TWO of the following		(2 x 10 = 20)
5	Explain the five suggestions proposed by Robbins for enhancing management practices in the Indian Film Industry	
6	Examine the phrase "The business of business is business" mean in the context of management philosophy	
7	Describe the various elements included in the breakdown, such as scenes, locations, props, and	

	characters
8	Prepare effective workforce management strategies that contribute to organizational success and employee satisfaction.
SECTION C – K4 (CO3)	
	Answer any TWO of the following (2 x 10 = 20)
9	Describe the purpose of a mission statement in an organization, especially in the media industry
10	Elaborate on the immediate actions required to address the situation of a halted media channel
11	Assess the significance of financial investments made by India in the media sector
12	Discuss the role of Indian talent and workforce in driving innovation and creativity in the media industry.
SECTION D – K5 (CO4)	
	Answer any ONE of the following (1 x 20 = 20)
13	Provide examples of mission statements from two different media organizations and analyze their similarities and differences.
14	Analyze India's contributions to the media industry in terms of financial investments, cultural influence, and talent pool
SECTION E – K6 (CO5)	
	Answer any ONE of the following (1 x 20 = 20)
15	Design a comprehensive action plan outlining steps to be taken if a media channel faces shutdown, considering legal, financial, and strategic aspects.
16	Design a workshop or training program to educate employees on the importance of mission statements and aligning organizational values with strategic objectives.
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