



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. Determines who does 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
20)

(2 x 10 =

- 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

