

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai - 600 044.

B.Sc.Viscom - END SEMESTER EXAMINATIONS - NOV'2024

SEMESTER - V

22UVSCT5009 - Media Management and Laws

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Define Management and its functions.
2. Explain Porter's Five Force Model.
3. Illustrate the structure of Print media organizations.
4. Describe key phases of Project Management in Media.
5. Explain Audience Rating Systems.
6. Classify RSCI and importance of IRS.
7. Illustrate Media Conglomerate.
8. Examine the New Trends in Media.

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Explain Henry Fayol's 14 Principles of Management and their relevance in today's business world.
10. Evaluate the role of risk assessment in media production and the strategies used to mitigate risks.
11. Discuss the significance of marketing programs, including space and time selling in the media industry.
12. Examine the impact of conglomerates and cross-media ownership on media diversity and independence.
13. Discuss the press and regulations of books Act and its importance in the context of media laws in india.
