B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

PART-A

Give brief answers to ALL the questions in 50 words each: (10x2=20)

1. Mass Media.
2. Media Management.
3. Mark Zukenberg
4. CNN - IBN
5. TRAI.
6. Digitalization.
7. Prasar Bharathi.
8. Web casting.
9. DTH.

PART-B

Write short notes on any FIVE of the following questions in about 200 words each: (5x8=40)

11. ‘Decentralization is key to any organizational growth’ - Justify.
12. Describe the Organizational structure of a newspaper organization.
13. Explain the functions of a production manager in a film.
14. Discuss the process involved in Film production.
15. Explain the advantages of scheduling.
16. Discuss the collaborative work culture between Television channels and production houses.
17. Explain convergence of media in the news industry.

PART-C

Write essay on any TWO of the following in about 400 words each: (2x20=40)

18. Discuss the principles of management.
19. Elaborate on the ownership patterns of mass-media in India.
20. Discuss the effects of multiplexes on the Film industry.
21. Discuss any two Media Management theories.

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