

Roll.No.

22UVSCT5009

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 - NOVEMBER 2025
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. Explain the significance of Porter's Five Forces Model.
2. Classify media organizations and relate their structures to their functional goals.
3. Examine TAM, TRS, HITS, and BARC, and justify their effectiveness in audience measurement.
4. Illustrate the emerging trends in the media industry and how they are reshaping content delivery.
5. Describe the provisions of Prasar Bharati Act and broadcasting in India.
6. Apply the concept of IPR to media content creation and infer the legal implications of infringement.
7. Explain how audience rating systems work and compute viewership data for a television program.
8. Justify the role of media in influencing business strategies.

Section C

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

9. Apply Henry Fayol's 14 Principles of Management to a media organization and illustrate how they guide managerial functions.
10. Analyze the structure of All India Radio and explain its programming approach.
11. Apply the principles of audience research to evaluate the role of the RSCI in media planning.
12. Classify media ownership patterns and analyze editorial independence and content diversity.
13. Critically evaluate the structure and functions of the Press Council of India and its role in maintaining media ethics in India.
