



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – APRIL 2018

16UEC3AL02- ECONOMICS FOR MEDIA AND ENTERTAINMENT

Date: 03-05-2018
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART - A

Answer any FIVE questions in about 75 words each.

(5×4=20 marks)

1. Define Media Economics.
2. What is Mixed economy?
3. What is meant by law of demand and supply?
4. Chart out the market structure.
5. State the different resources to obtain information about media industries.
6. List out various types of advertising found in the newspaper industry.
7. Mention the source of revenue for magazines.

PART - B

Answer any FOUR questions in about 250 words each.

(4×10=40 marks)

8. Briefly explain the basic economic problems.
9. Diagrammatically represent the concept of production possibility curve.
10. Enumerate the importance of media economics.
11. Bring out the different types of financial ratios used to analyse firms and industries.
12. Write a short note on the Radio industry.
13. Give an account of market structure and market concentration in the Television industry.
14. Elucidate the different markets for the Internet.

PART – C

Answer any TWO questions in about 900 words each.

(2×20=40 marks)

15. Discuss various types of elasticity of demand with suitable representation.
16. Describe the characteristics of the perfect and imperfect market structure.
17. Enumerate the different types of concentration and state the tools to measure the concentration of market share.
18. Discuss in detail the impact of technology on media industries?
