

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**



**U.G. DEGREE EXAMINATION – ALLIED**

**THIRD SEMESTER – NOVEMBER 2019**

**16/17/18UEC3AL02 – ECONOMICS FOR MEDIA AND ENTERTAINMENT**

Date: 06-11-2019

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

**PART – A**

**Answer any FIVE questions in about 75 words each.**

**(5X4=20 marks)**

1. Distinguish between Microeconomics and Macroeconomics.
2. Mention the specific areas in the media-market conduct.
3. Who are the major players in the media market?
4. What is meant by Advertising?
5. List out the internet advertising categories.
6. Write a short note on consumer demand for television in India.
7. State the market structure of magazine industry.

**PART – B**

**Answer any FOUR questions in about 250 words each.**

**(4X10=40 marks)**

8. Explain the importance of media economics.
9. Briefly explain the various types of price elasticity of demand.
10. Bring out the impact of regulations on media market.
11. Explain the technological forces affecting radio industry.
12. Differentiate between micro static and macro static concept with example.
13. Write a short note on the impact of internet on newspapers.
14. Briefly explain the technological impact on Magazine industry.

**PART – C**

**Answer any TWO questions in about 900 words each.**

**(2X20=40 marks)**

15. Explain the various forms of market structure in detail.
16. Critically review the basic economic problems with the production possibility frontier.
17. Describe the recent trends in radio industry in India.
18. Discuss the market for news paper and newspaper advertising in India.

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