



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FOURTH SEMESTER – APRIL 2014

VC 4808 - MEDIA ECONOMICS

Date : 27/03/2014
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

PART-A

ANSWER ALL THE QUESTIONS

10×2=20

1. Media Economics
2. Surplus Value
3. Market Economy
4. Resources
5. Supply
6. Distribution
7. Market
8. Labor
9. Branding
10. Micro economics

PART-B

ANSWER ANY FIVE OF THE FOLLOWING

5X8=40

11. Explain the economic characteristics of media.
12. Discuss the key concepts of Media economy
13. What does it mean to say that mass media operate in a dual product market? Explain with suitable examples.
14. What are the four types of Market structure?
15. What is market performance and explain the variables that help in analyzing it.
16. What is Market Conduct and List the areas that help to analyze it.
17. Discuss the different revenue streams for the newspaper industry?
18. What impact have regulatory decision had on the internet industry? How might it affect consumers?

PART-C

ANSWER ANY TWO OF THE FOLLOWING.

2X20=40

- 19.** How does piracy impact the economic viability of media firms and media employment?
- 20.** Globalization is a Key force impacting the media industries. –Discuss
- 21.** Determine the barriers to entry that exist for the following types of new media facilities in your local market: (a) broadcast television station (b) new Internet service provider (c) FM radio station.
- 22.** Identify the major players, market structure and economic characteristics of the television industry.
