



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G. DEGREE EXAMINATION – **ALLIED OPTIONAL**

FOURTH SEMESTER – **APRIL 2024**

UDJ 4401 – MEDIA ENTREPRENEURSHIP AND ECONOMICS

Date: 13-04-2024

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A - K1 (CO1)

Answer ALL the Questions -

(10 x 1 = 10)

1. Fill in the blanks

- a) _____ is an Indian businessman who owns Info Edge, a job portal.
- b) CSR stands for _____.
- c) _____ provides insights into website traffic, user behavior, demographics, and more.
- d) Implement eco-friendly practices to reduce _____.
- e) NPS system measures _____.

2. Match the following

- a) Oprah Winfrey -founding companies like Tesla
- b) Elon Musk - Co-founder and CEO of Facebook
- c) Jeff Bezos - Co-founder and former executive chairman of Alibaba Group
- d) Mark Zuckerberg - Media/Entertainment
- e) Jack Ma - Founder of Amazon

SECTION A - K2 (CO1)

**Answer ALL the Questions
10)**

(10 x 1 =

3. Definitions

- a) Opportunity Cost
- b) Tiered Pricing
- c) Salesforce Analytics
- d) Financial Projections
- e) Industry Associations

4. True or False

- a) Resilience is the ability to drown in setbacks and failures.
- b) Competition and pricing are critical considerations in media entrepreneurship.
- c) Content that caters specifically to a niche audience can have higher subjective value.
- d) Value-Added Services: Offering additional services to premium subscribers to justify pricing.
- e) Potential mentors have the knowledge, experience, and qualities you admire.

SECTION B - K3 (CO2)

Answer any TWO of the following

(2 x 10 = 20)

- 5. Chart the key traits of a successful entrepreneur.
- 6. Examine the various market trends that have been shaping the landscape of media entrepreneurship.
- 7. Explain how analytics play a crucial role in understanding various aspects of their business.

