



# 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 x 1 = 10)**

**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.

8. Prepare a Business Plan for your preferred niche.

### SECTION C – K4 (CO3)

**Answer any TWO of the following**

**(2 x 10 = 20)**

9. Estimate the process of discovering an opportunity.

10. Explain the competitive environment in media entrepreneurship

11. Analyze budgeting and finance strategy in entrepreneurship.

12. Differentiate incentives and perks from value-added services.

### SECTION D – K5 (CO4)

**Answer any ONE of the following**

**(1 x 20 = 20)**

13. Summarize social responsibility in business.

14. Evaluate the steps involved in gathering customer feedback.

### SECTION E – K6 (CO5)

**Answer any ONE of the following**

**(1 x 20 = 20)**

15. Compile the various methods by which an entrepreneur can expand his/her network.

16. Justify ways to build and streamline the original business idea using pilot data.

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