## LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034



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

## THIRD SEMESTER - APRIL 2025





Date: 03-05-2025	Dept. No.	Max. : 100 Marks
Time: 01:00 PM - 04:00 PM		

1. Answer a) Define to b) What ar c) State and d) List out e) Recall a  2. Choose a) Laiseez a) capita b) social c) mixe d) mark b) In perfe a) Supe b) Loss c) No p d) shut c) The sum a) Adve b) Herfi c) Medi d) const d) The priv a) Telev b) Telev c) Telev c) Telev d) Broa e) Ads in known a a) Class		
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b) What ar c) State and d) List out e) Recall a  2. Choose a) Laiseez a) capita b) socia c) mixe d) mark b) In perfe a) Supe b) Loss c) No p d) shut c) The sum a) Adve b) Herfi c) Medi d) consu d) The priv a) Telev b) Telev c) Telev c) Telev d) Broa e) Ads in known a a) Class	wer the following	
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d) List out e) Recall a  2. Choose a) Laiseez a) capita b) socia c) mixe d) mark b) In perfe a) Supe b) Loss c) No pe d) shut c) The sum a) Adve b) Herfe c) Medi d) conse d) The prin a) Telev b) Telev c) Telev d) Broa e) Ads in known a a) Class	t are the two types of demand in media industry?	
e) Recall a  2. Choose  a) Laiseez  a) capita  b) socia  c) mixe  d) mark  b) In perfe  a) Supe  b) Loss  c) No pi  d) shut  c) The sum  a) Adve  b) Herfi  c) Medi  d) consi  d) The priv  a) Telev  b) Telev  c) Telev  d) Broa  e) Ads in  known a  a) Class	any two features of media market.	
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a) capital b) social c) mixed d) mark b) In perferance a) Superbola Construction (a) Adverbola Construction (b) Herfiral Construction (c) Televolation (c) Tele	ose the correct answer	
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c) Medido d) construction (d) The private (a) Televity (b) Televity (c) Televity (d) Broade) Ads in known (a) Class	dvertising expenditure index	
d) const d) The prival Televity a) Televity b) Televity c) Televity d) Broade) Ads in known a a) Class	erfindahl- Hirschman index	
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e) Ads in known a a) Class	roadcasting Authority of India	
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d) Blacl	lack Ads	

	SECTION A - K2 (CO1)	
	Answer ALL the Questions (10 x 1	= 10)
3.	True or False	
a)	Microeconomics deals with the aggregates of an economy.	
b)	In monopoly market structure there are two sellers.	
c)	If the concentration ratio increases, this suggests a move towards monopolistic power.	
d)	Since 1956 as Akashvani is the national public radio broadcaster of India.	
e)	The magazine industry faces no barriers to entry, in terms of new print publications.	
4.	Match the following	
a)	Free market economy i) Netflix	
b)	Market conduct ii) Trend analysis	
c)	Concentration ratio iii) The Hindu	
d)	OTT iv) Corporate Social Responsibility	
e)	Newspaper v) Capitalism	
	SECTION B - K3 (CO2)	
Ans	swer any TWO of the following in 100 words each. (2 x 10 =	20)
5.	Elaborate the three types of economies.	
6.	Elucidate the idea of market conduct in media industry.	
7.	Identify the concept of market concentration and competition.	
8.	Illustrate the role and importance of newspapers.	
	SECTION C – K4 (CO3)	
Ans	swer any TWO of the following in 100 words each. (2 x 10 =	= 20)
9.	Enumerate the importance of media in a common man's life.	
10.	Discover the geographic dimensions behind media market.	
11.	Analyse the growth and future of radio in media industry.	
12.	Examine the role of magazines.	
	SECTION D – K5 (CO4)	
Ans	swer any ONE of the following in 250 words (1 x 20 =	= 20)
13.	Explain the scope and importance of media economics.	
14.	Assess the concepts of price, income and cross elasticity of demand.	
	SECTION E – K6 (CO5)	
Ans	swer any ONE of the following in 250 words (1 x 20 =	= 20)
15.	Construct the various methods used to measure market concentration.	
16.	Discuss the trends, major players and development of television industry.	