LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

U.G. DEGREE EXAMINATION – **ALLIED**

THIRD SEMESTER – **APRIL 2025**

UEC 3402 – MEDIA ECONOMICS

Date: 03-05-2025 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.	**Answer the following**
a)	Define macroeconomics.
b)	What are the two types of demand in media industry?
c)	State any two features of media market.
d)	List out any two important roles of television.
e)	Recall any four major players in newspapers.
2.	**Choose the correct answer**
a)	Laiseez faire is related to ----------- economy. a) capitalist b) socialist c) mixed d) market
b)	In perfect competition, there is ------------- in long run. a) Supernormal profit b) Loss c) No profit and loss d) shut down point
c)	The sum of the squared market shares of all firms in a given market is calculated in ------------- a) Advertising expenditure index b) Herfindahl- Hirschman index c) Media regulation index d) consumer price index
d)	The private radio broadcasting is regulated by -------------. a) Television Radio Authority of India b) Telecom Rating Authority of India c) Telecom Regulatory Authority of India d) Broadcasting Authority of India
e)	Ads in newspapers that is related to as jobs, real estate, automotive, services, and personals are known as ------------. a) Classified Ads b) Display Ads c) Political Ads d) Black 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)
	Answer 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)
	Answer 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)
	Answer 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)
	Answer 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.
