



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION**

**THIRD SEMESTER – NOVEMBER 2017**

**16UEC3AL02 – ECONOMICS FOR MEDIA AND ENTERTAINMENT**

Date: 09-11-2017

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**PART - A**

**Answer any FIVE questions in about 75 words each.**

**(5×4=20 marks)**

1. Define Media Economics.
2. Distinguish between microeconomics and macroeconomics.
3. Chart out the market structure.
4. What are the resources we can use to find information about media industries?
5. What is corporate diversification?
6. State revenue streams for the cable television industry.
7. List out various types of advertising found in the newspaper industry.

**PART - B**

**Answer any FOUR questions in about 250 words each.**

**(4×10=40 marks)**

8. Explain the concepts of point elasticity and arc elasticity.
9. Describe the importance of media economics.
10. Find out the duopoly market equilibrium price and output. Also find the output of firm A and firm B when  $P = 200 - Q$  and  $MC = 20$ .
11. How does technology affect the media industries?
12. What are the factors affecting the economic development of the television industry?
13. What are the regulatory issues impacting the Internet?
14. What type of market structure is found in the magazine industry? State the importance of magazine industry.

**PART – C**

**Answer any TWO questions in about 900 words each.**

**(2×20=40 marks)**

15. Discuss the importance of socialistic, capitalistic and mixed economy.
16. Critically review the basic economic problems with production possibility frontier.
17. Discuss the different types of concentration. What tools can we use to measure the concentration of market share?
18. Discuss the different markets for the Internet.

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