

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FOURTH SEMESTER – APRIL 2022

UDJ 4401 – MEDIA ENTREPRENEURSHIP AND ECONOMICS

Date: 27-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A

Answer ALL the Questions

Define the following

(10 x 2 = 20 Marks)

1. Heroic entrepreneur.
2. Scarcity.
3. Business ethics.
4. Pricing.
5. Pilot data.
6. Online tools
7. Incentives.
8. Perks.
9. Venture capitalists.
10. Free online tools

SECTION B

Answer any FIVE of the following in 150 words

(5 x 8 = 40 Marks)

11. Write about entrepreneurship in India.
12. Write about demand & supply.
13. Write short notes on:
(i) Market trends (ii) Subjective value
14. Explain about comparative advantage.
15. How to use Google Forms for market survey.
16. Explain about gathering customer feedback.
17. How would you get investors for your a new business venture?

SECTION C

Answer any TWO of the following in 250 words

(2 x 20 = 40 Marks)

18. Explain the key traits of successful entrepreneurs.
19. What are the different steps involved in business niches through specific analytics?
20. How would you identify mentors, investors, venture capitalists for entrepreneurship?
Cite examples.

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