

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



**U.G. DEGREE EXAMINATION – ALLIED**

**THIRD SEMESTER – APRIL 2022**

**16/17/18UEC3AL02 – ECONOMICS FOR MEDIA AND ENTERTAINMENT**

Date: 28-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**PART- A**

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

**(5 x 4= 20 Marks)**

1. Define Media Economics.
2. State the cross elasticity of demand.
3. What is a media market? Who are its major players?
4. Write a short note on the current trend of radio industry.
5. List out the types of advertising in newspaper.
6. What are the types of media companies in India?
7. What is meant by market concentration?

**PART– B**

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

**(4 x 10 = 40 Marks)**

8. Bring out the importance of studying media economics.
9. Explain the product and geographical dimensions of media market.
10. Assess the methods used to measure market concentration and diversification.
11. Briefly explain the economic characteristics of Cable and Satellite Television.
12. Bring out the impact of technology and the internet on the magazine industry.
13. Distinguish between micro and macroeconomic issues in media.
14. Analyze the different types of price elasticity of demand.

**PART – C**

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

**(2 x 20 = 40 Marks)**

15. Examine the various economic problems in Indian Media.
16. Diagrammatically explain the price determination under Monopolistic Competition.
17. Analyze the role of regulatory and technological forces in internet industries.
18. Describe the economic future of the newspaper industry in India.

**&&&&&&&&&&&&&&&**