



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G. DEGREE EXAMINATION – ALLIED
THIRD SEMESTER – NOVEMBER 2022
UEC 3402 – MEDIA ECONOMICS

Date: 01-12-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A

Answer ALL the Questions

1. Fill in the blanks			(5 x 1 = 5 Marks)
a)	Socialist economy is also called as (planned economy/ free trade economy)	K1	CO1
b)	The law of demand is that the quantity demanded varies..... with price. (directly/ inversely)	K1	CO1
c)	The products in a monopolistic competition are similar but not (identical/ differentiated)	K1	CO1
d)	Television broadcasting started in India in the year (1920/1959)	K1	CO1
e) is an important variable in evaluating media markets (market concentration/ product differentiation)	K1	CO1
2. State True or False			(5 x 1 = 5 Marks)
a)	Traditional economy is a subsistence economy	K1	CO1
b)	The concept of elasticity of demand was introduced by Adam Smith.	K1	CO1
c)	Television broadcaster is a telecommunication network for distribution of TV program content.	K1	CO1
d)	Akashvani means voice from the sky.	K1	CO1
e)	Internet in India began in 1991.	K1	CO1
3. Match the following			(5 x 1 = 5 Marks)
a)	Electronic TV	(i) Single seller	K2 CO1
b)	Market Forces	(ii) Veblen Effect	K2 CO1
c)	Monopoly	(iii) Demand, supply	K2 CO1
d)	Positive relationship of price and demand	(iv) Magazine	K2 CO1
e)	Time, Elle , GQ	(v) 1927	K2 CO1
4. Answer the following			(5 x 1 = 5 Marks)

a)	What is the setting up cost of a radio station in India?	K2	CO1
b)	Name the different types of mass media.	K2	CO1
c)	Write a note on Giffen paradox.	K2	CO1
d)	Briefly explain a capitalist economy with example.	K2	CO1
e)	List the main players of cable and satellite television industry in India.	K2	CO1

SECTION B

Answer any TWO of the following in 100 words (2 x 10 = 20 Marks)

5.	Differentiate between monopolistic competition and monopoly.	K3	CO2
6.	Write short note on magazine industry.	K3	CO2
7.	Explain the measures of elasticity of demand with diagrams.	K3	CO2
8.	Interpret the types of economies with examples.	K3	CO2

SECTION C

Answer any TWO of the following in 100 words (2 x 10 = 20 Marks)

9.	Write short summary on HHI, Concentration ratio and Lorenz curve.	K4	CO3
10.	Elucidate the cost and revenue structure of the radio industry.	K4	CO3
11.	Explain the classifications of markets according to area.	K4	CO3
12.	Who are the major players in media industry?	K4	CO3

SECTION D

Answer any ONE of the following in 250 words (1 x 20 = 20 Marks)

13.	Discuss about the establishment of internet industry and its functioning in India.	K5	CO4
14.	Explicate the expansion and contraction in demand and shift in demand with the help of a diagram.	K5	CO4

SECTION E

Answer any ONE of the following in 250 words (1 x 20 = 20 Marks)

15.	Evaluate the role of imperfect competition in the India's media industry.	K6	CO5
16.	Elucidate about the transition of radio industry in India.	K6	CO5

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