



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FOURTH SEMESTER – JUNE 2015

VC 4808 - MEDIA ECONOMICS

Date : 02/07/2015

Dept. No.

Max. : 100 Marks

Time : 10:00-01:00

PART-A

ANSWER ALL THE QUESTIONS

(10×2=20)

1. Surplus Value
2. Laissez - faire
3. Mixed Economy
4. Circulation
5. Demand
6. Forecasting
7. Distribution
8. Price
9. Branding
10. Accumulation of capital

PART-B

ANSWER ANY FIVE OF THE FOLLOWING

(5X8=40)

11. Explain Industrial Organization Model.
12. Discuss the key concepts of Classical economy
13. What does it mean to say that mass media operate in a dual product market?
Explain with suitable examples.
14. Enumerate theories of Firm.
15. What is market performance and explain the variables that help in analyzing it.
16. What is Market Conduct and List the areas that help to analyze it
17. Discuss the different revenue streams for the motion picture industry?
18. What impact have regulatory decision had on the cable and satellite television industry? How might it affect consumers?

PART-C

ANSWER ANY TWO OF THE FOLLOWING.

(2X20=40)

19. How does piracy impact the economic viability of media firms and media employment?
20. Discuss the economic impact of globalization on Indian Media.
21. Determine the barriers to entry that exist for the following types of new media facilities in your local market: (a) broadcast television station (b) new Internet service provider (c) FM radio station.
22. Identify the major players, market structure and economic characteristics of the Indian motion picture industry.
