



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FOURTH SEMESTER – APRIL 2016

VC 4808 - MEDIA ECONOMICS

Date: 15-04-2016
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART - A

Answer ALL questions in about 50 WORDS each:

(10x2=20)

1. Demand and Supply
2. Monopoly
3. Liquidation
4. What is the average success rate in the Music Industry?
5. Digital Native
6. Marxist Economics
7. People Meters
8. BCG Matrix
9. Financial Analysis
10. Microeconomics

PART - B

Answer any FIVE questions in about 200 WORDS each:

(5x8=40)

11. Write short notes on Technological Capitalism.
12. Distinguish between Economies of Scope and Scale with examples.
13. Write short notes on Chomsky and Herman's Political Economy Theory of Mass Media.
14. Explain the Dual Product Media Model.
15. Name four important leaders in the Indian Media Industry and mention how they have changed the nature of the business.
16. How is Google, a monopoly in the Internet Search Market, competing with its own customers and changing the business of the Internet Search.
17. Explain Audience Analysis with examples.

PART - C

Answer any TWO questions in about 400 WORDS each:

(2x20=40)

18. What are the factors that are pushing Legacy Media out of business? Mention any example where legacy media has successfully adapted itself.
19. "If Content is King, and Distribution is God, then Platformisation is Queen." Comment on the increasing Platformisation in Media, and the key role played by distributing channels.
20. What has been the impact of Deregulation on Indian Media?
21. Why do firms exist? What does Nobel Laureate Ronald Coase say about the Nature of the Firm? Illustrate with examples from the Indian Media Industry.
