



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FOURTH SEMESTER – APRIL 2017

VC 4808- MEDIA ECONOMICS

Date: 18-04-2017
09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION - A

Answer ALL questions in about 50 WORDS each:

(10x2=20 marks)

1. Hyperlocal Designing
2. Spin Off
3. What is the average success rate in the Music Industry?
4. Through-the-Line
5. Brand Tie-ins
6. Prosumers
7. Corporate Social Responsibility
8. Give an example of Cross Ownership
9. Entrepreneurship
10. Union Budget 2017 abolished _____ to encourage foreign studios to invest in India.

SECTION - B

Answer any FIVE questions in about 200 WORDS each:

(5x8=40 marks)

11. How do e-Wallets and Online Payment Gateways, like Paypal, Paytm, Mobikwik and Freecharge, reinforce Technological Capitalism?
12. Explain the BCG Matrix, taking the example of a Film Studio.
13. Write short notes on Marxist Economics and Marginalist Economics.
14. How have Disruptive Innovations changed the game of every Media Market?
15. What are Economies of Scale and Scope? Give Media Examples.
16. How do Advertising and Sponsorship drive the IPL industry?
17. What is a Market Study? Pick any media market of your choice and analyse it.

SECTION - C

Answer any TWO questions in about 400 WORDS each:

(2x20=40 marks)

18. Identify a Media Entrepreneur of your choice and map their strategies for Business and Profit.
19. Chomsky and Herman created the Political Economy Theory of Mass Media to identify market influence in print media. Does it apply to Social Media?
20. The News Industry has seen a sea change in the past 15 years. Map the influence of digital and disruptive technologies in this journey.
21. How is Google gobbling up the internet space? Can regulations control its Monopoly in the Search Industry?

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