

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FOURTH SEMESTER – NOVEMBER 2016

VC 4808 – MEDIA ECONOMICS

Date: 10-11-2016

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

PART - A

Answer ALL questions in about 50 WORDS each:

(10x2=20)

1. Supply
2. Oligopoly
3. What is the FDI allowed in the Indian Telecom Industry?
4. Cross Platform
5. Market Study
6. TRP
7. Audience Analysis
8. Macroeconomics
9. Advertorial
10. Market Mix

PART – B

Answer any FIVE questions in about 200 WORDS each:

(5x8=40)

11. Write short notes on Cloud Computing and its economics.
12. Distinguish between Economies of Scope and Scale with examples.
13. What is the Political Economy Theory of Mass Media? Why should Media Students be aware of it?
14. Explain the BCG Matrix taking any one industry as an example.
15. Illustrate four important mergers and acquisitions in the Indian Media Industry in recent times.
16. How has Flipkart lost the game in the Online Retail Business after being a giant?
17. Explain Microeconomics and Macroeconomics with examples.

PART – C

Answer any TWO questions in about 400 WORDS each:

(2x20=40)

18. How has the Multiplex Business reshaped Indian Cinema? Explain the advantages and the disadvantages.
19. Google is an online Monopoly and spreading itself in industries beyond “Search” as a competitor to its own Clients. Illustrate the scenario.
20. What has been the impact of FDI in Print and Television?
21. Taking the example of SUN Network, explain how a media giant can make profits using innovations in production, distribution and marketing.
