



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION**

**FOURTH SEMESTER – APRIL 2022**

**UMM 4401 – MEDIA ENTREPRENEURSHIP AND ECONOMICS**

Date: 27-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**PART –A (10X2=20 MARKS)**

**Answer ALL the Questions**

1. What is the digital marketing
2. Differentiate GDP and GNP
3. What does ethics mean in business?
4. What are demand and supply?
5. What is Demand-induced Scarcity?
6. Explain SWOT?
7. What is a Business plan?
8. Explain media institutions and their products?
9. Explain incentives and perks?
10. Explain the Bear market?

**PART – B (5X8=40 MARKS)**

**Answer any FIVE Questions**

11. Differentiate Cross-media Convergence and media Synergy
12. Write about any entrepreneur and his business strategy
13. Write about different trends in markets
14. Write about the OTT platforms business model
15. Explain different types of company ownership
16. Write about any entrepreneur and his business strategy
17. Create the questionnaire for market research for any business ( minimum 10 questions)

**PART – C (2X20 = 40 MARKS)**

**Answer Any TWO Questions**

18. Explain different types of company ownership
19. Explain the type of media audiences and related theories
20. The internet has revolutionised media production.’ How far do you agree with this statement?
21. Write about CSR and its importance in India

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