



# AJEENKYA

## D Y PATIL UNIVERSITY

---

### End Term Examinations (April/May 2019)

School: School of Film & Media

Program: BBA F&M/MAC

Course: Business Economics

Course Code: MGT107

Semester: Two

Max Marks: 100

Duration (mins): 180 mins

---

Q.I) Fill in the blanks with appropriate answers:

10 marks

- \_\_\_\_\_ policy is applied when the inflation is a problem and economy needs to be slow down by curtailing the supply of money.
- The rate at which commercial banks borrow from the R.B.I is called as \_\_\_\_\_
- \_\_\_\_\_ is the second stage of a business cycle.
- \_\_\_\_\_ is the return given to capital (as a factor of production)
- The Average Revenue curve is also equal to the \_\_\_\_\_ curve

Q.II) Answer the following:

20 marks

- What is expansionary monetary policy?
- Define GDP??
- Define experience goods?
- Define a market?
- AR curve and Demand curve are the same explain?
- Name the characteristic features of Perfect competition?
- Define Social Capital?
- What is Economic Scope?
- Why is MR curve equal to the price curve under perfect competition?
- What is attention scarcity in media Economics?

Q.III) Answer any five (all questions carry equal marks)

50 marks

- a) Explain with the help of a table and a graph the relationship between Total revenue, marginal revenue and average revenue?
- b) Explain the law of demand with the help of a table and a graph?
- c) Explain in detail the features of a monopoly, how is profit determined in the short and long run? Support your answer with an example?
- d) Compare the various degrees of market competition with examples under each type?
- e) Explain the various tools under monetary policy?
- f) Explain the various stages of a business cycle and its importance?

Q.IV. Answer any two of the following?

20 Marks

- a) Explain the forces that are driving the change in the media industry?
- b) Explain the future of OTT?
- c) Explain the concept of Film Tourism and its potential in India?
- d) How has the Media industry evolved over the years?

\*\*\*\*\*