

FACULTY OF EDUCATION & ARTS
BACHELOR OF COMMUNICATION (HONS)
FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **COM2644 MEDIA ECONOMICS**
Semester & Year : Sept – Dec 2022
Lecturer/Examiner : Dr. Wong Kok Keong
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (60 marks) : Answer all FOUR (4) short-answer questions.
PART B (40 marks) : Answer all TWO (2) short-essay questions.

Write your answer in the Answer Booklet provided.

2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple-choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Student Handbook, up to and including expulsion from BERJAYA University College.

PART A : Short-answer questions. **SIXTY (60)** marks.

INSTRUCTION : Answer all **FOUR (4)** questions.

1. Answer the following questions on Economics, Macroeconomics, and Microeconomics. *(15 marks)*
 - (a) Explain or define Economics. *(3 marks)*
 - (b) Differentiate Macroeconomics from Microeconomics. *(6 marks)*
 - (c) Use **ONE (1)** media example to illustrate Macroeconomics, and **ONE (1)** media example to illustrate Microeconomics. *(6 marks)*

2. Answer the following questions on media corporate expansion . *(15 marks)*
 - (a) Explain how media corporations engage in horizontal expansion. *(3 marks)*
 - (b) Explain **FOUR (4)** benefits of horizontal expansion for corporate media. *(8 marks)*
 - (c) The New Straits Times bought and owned a printing company called Print Malaysia. Name and explain the type of expansion involved. *(4 marks)*

3. Answer the following questions on Economies of Scale and how media and non-media products differ in their Economies of Scale. *(15 marks)*
 - (a) Explain Economies of Scale. *(5 marks)*
 - (b) Consider a movie titled “X” and a car called MYVI. Explain their production to show how the production of more copies of “X” is very different from the production of more car. You are to work out the costs of making of one, two, and three of “X” and of MYVI. *(10 marks)*

4. Answer the following questions on Economies of Scope and TV network – station economic relationship. *(15 marks)*
 - (a) Explain how “Economies of Scope” applies to a media corporation like Media Prima of Malaysia. *(5 marks)*
 - (b) In the U.S., the business relationship between a TV network (e.g., ABC TV) and a TV station (e.g., a station in Miami) is based on TV programming and advertising. Explain who provide the program and advertising as well as how the TV network and the TV station make money. *(10 marks)*

END OF PART A

PART B : Short-essay questions below. **FIFTY (40)** marks.
INSTRUCTION : Answer **BOTH (2)** questions.

QUESTION 1:

Answer the following questions on the economic “Push” and “Pull” factors. (20 marks)

- (a) Using a TV show entitled “Lost”, explain what the two factors of “Push” and “Pull” are about. (4 marks)
- (b) In the 1980s before the internet was available, which of the two factors was more dominant? Why? Explain **ONE (1)** reason. (5 marks)
- (c) Today, in the age of the internet and digitization, which of the two is more dominant, and why? Explain **TWO (2)** reasons. (8 marks)
- (d) Do you think the situation today is an improvement over that in the 1980s? Defend your position with **ONE (1)** reason. (3 marks)

QUESTION 2:

Answer the following questions on the economics of media content production. (20 marks)

- (a) Up until the 1980s, how did corporate media then produce the media content in attracting the audience? Explain **ONE (1)** reason why they did it that way back then. (5 marks)
- (b) Today, how do corporate media produce the media content in attracting the audience? Explain **ONE (1)** reason why they are doing it the way it is today. (5 marks)
- (c) Provide **TWO (2)** examples to show how corporate media are producing the media content the way they are producing it today. (7 marks)
- (d) Do you think corporate media production of media content is better today than before the 1980s? Explain **ONE (1)** reason to defend your position. (3 marks)

END OF EXAM