

## 2ND EXAM: TITA-7206 BUSINESS CONCEPTS IN ENTERTAINMENT AND MEDIA PRODUCTION

Teacher: Artur Lugmayr, [artur.lugmayr@tut.fi](mailto:artur.lugmayr@tut.fi), +358 40 821 0558

Please answer the following questions, which are related to the presentation and assignments you were having within the scope of the course. Please answer short and precise, and underline your argumentation with figures if feasible.

1. Please give a brief **general** of the economic area that your presentation covered (e.g. financial management, marketing, ...) without relation to media industries.
2. Discuss the most important aspects **in relation to media industry** of the general economic topic – which impact do they have on media industries, how are they applied in media industries, and which impact do they have?
3. Select one practical case study in media industry that covers this area and outline the most important issues of this economic area.

*Note! As the main contribution to the final result of the course is based on your presentation, and on the assignment, please try to answer this question according the presentation that you were conducting within the course context. The exam contributes 20% to the final results of the course.*