

Reg. No

Name

18P226

M. A. DEGREE END SEMESTER EXAMINATION - APRIL 2018
SEMESTER 2 : MASTER OF COMMUNICATION AND JOURNALISM
COURSE : 15P2MCJT06 ; BUSINESS JOURNALISM
(Common for Regular - 2017 admission & Supplementary 2016 & 2015 Admissions)

Time : Two Hours

Max. Marks: 50

Section A
Answer any 5 (2 marks each)

1. Define Green Revolution
2. Define Companies Act.
3. What is Information Technology?
4. What is Industrial policy?
5. Define Bull.
6. What is Laizze-faire economics?
7. Define Globalisation.

(2 x 5 = 10)

Section B
Answer any 5 (4 marks each)

8. How the indian independence helped to grow the business journalism?
9. How a business news paper can help a business man?
10. Discuss about Bio-Technology and Tele communication policies.
11. Write a detailed note about your favourite business newspaper, evaluating why you consider it superior to others ?
12. Write a short note on World Bank.
13. Explain the salient features of Indian Economy.
14. Discuss about "Dhanam " magazine.

(4 x 5 = 20)

Section C
Answer any 2 (10 marks each)

15. There is a "need for speed" in financial journalism with rapid growth in Indian stock markets. Discuss.
16. "Financial reporting in India requires the stock market as much as the stock markets require financial reporting". Elucidate,
17. What are the guidelines to prepare a business report and business letter ?

(10 x 2 = 20)