

Reg. No

Name

19P2026

M. A. DEGREE END SEMESTER EXAMINATION - MARCH/APRIL 2019

SEMESTER 2 : MASTER OF COMMUNICATION AND JOURNALISM

COURSE : 15P2MCJT06 : BUSINESS JOURNALISM

(For Regular – 2018 Admission and Supplementary – 2017/2016/2015 Admissions)

Time : Two Hours

Max. Marks: 50

Section A

Answer any 5 (2 marks each)

1. What is Bank nationalization ?
2. Companies Act 2013
3. What is Industrial policy?
4. Liberalization
5. IMF
6. Online Trading
7. PMAY(G)

(2 x 5 = 10)

Section B

Answer any 5 (4 marks each)

8. How a business news paper can help a business man?
9. Write a note on the importance of Agriculture sector in Indian Economy.
10. Discuss about Bio-Technology and Tele communication policies.
11. Write a note on the contents of the business page of leading newspapers in Malayalam
12. Write a short note on ADB.
13. Discuss the achievements brought out by economic planning in India?
14. Write a note on Non- Banking Financial Institutions in Kerala

(4 x 5 = 20)

Section C

Answer any 2 (10 marks each)

15. Discuss the impact of economic liberalisation on media business.
16. Discuss on history of Indian Business Journalism.
17. Discuss the impact of Foreign Direct Investment on Indian entertainment Media

(10 x 2 = 20)