

M. A. DEGREE END SEMESTER EXAMINATION - JULY 2021
SEMESTER 2 : MASTER OF COMMUNICATION AND JOURNALISM
COURSE : 15P2MCJT06 : BUSINESS JOURNALISM

(For Regular - 2020 Admission and Supplementary - 2019/2018/2017/2016/2015 Admissions)

Time : Two Hours

Max. Marks: 50

PART A

Write short notes on any 5 in about 50 words (2 marks each)

1. The Financial Express
2. Liberalization
3. LPG
4. Define Economics.
5. CAG
6. World Bank
7. Share Market

(2 x 5 = 10)

PART B

Answer any 5 in about 100 words (4 marks each)

8. Differentiate between Economic and Non Economic Activity.
9. Discuss the impact of globalization on Business Journalism
10. Critically evaluate the contents of a Business newspaper
11. Indian Economy is a true example of complete mixed economy: Comment
12. Discuss about the scope of Malayalam Finance Magazines.
13. Elucidate the basic principles of business journalism.
14. Discuss briefly on Population Policy of India

(4 x 5 = 20)

PART C

Answer any 2 (10 marks each)

15. Discuss the impact of Foreign Direct Investment on Indian entertainment Media.
16. There is a "need for speed" in financial journalism with rapid growth in Indian stock markets.
17. Discuss.
Discuss the economic growth of Indian Media Industry after globalization.

(10 x 2 = 20)