

Reg. No

Name

23U683

B. A. DEGREE END SEMESTER EXAMINATION : MARCH 2023
SEMESTER 6 : MASS COMMUNICATION AND JOURNALISM MODEL - I
COURSE : 19U6CRBCJ15 : BUSINESS JOURNALISM
(For Regular - 2020 Admission)

Time : Three Hours

Max. Marks: 75

PART A
Answer All (1 mark each)

1. Stakeholders.
2. Industrial policy.
3. Mixed Economy.
4. EMS Housing Scheme.
5. FOREX.
6. RBI.

(1 x 6 = 6)

PART B
Answer any 7 (2 marks each)

7. Write note on bank nationalization.
8. Explain the factors that helped the growth of business journalism in India.
9. Write a note on Goods and Services Taxes.
10. Write a short note on IDBI.
11. Role of financial institutions in the development of Kerala Economy.
12. Evaluate the relevance of business write ups that appear in general interest magazines.
13. Write a note on the consequences of Nationalization of Banks.
14. Narrate the challenges of Business Journalism in India.
15. Explain briefly on Bull and Bear.
16. Write a note on Cooperative Banking Sector in Kerala.

(2 x 7 = 14)

PART C
Answer any 5 (5 marks each)

17. Discuss on history of Indian Business Journalism.
18. Define Economic Liberalisation and explain its salient features
19. Briefly discuss the stock market operations in India.
20. Discuss the impact of Foreign Direct Investment on Indian Entertainment Media.
21. What is Corporate Social Responsibility?
22. Critically evaluate any two financial columns in leading general interest magazines
23. Trace the origin and growth of Indian Banking Sector.
24. Critically evaluate the present state of Business Journalism in India.

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. Discuss on the scope of E-commerce markets in India.
26. Critically evaluate the contents of a Business Newspaper.
27. How did economic liberalisation help the growth of Indian media like television, cable TV and Internet ?
28. Prepare a list of questions to interview the Governor, Reserve Bank of India

(15 x 2 = 30)