

B. A DEGREE END SEMESTER EXAMINATION : OCTOBER 2022
SEMESTER 5 : MASS COMMUNICATION AND JOURNALISM MODEL - I
COURSE : 19U5CRBCJ08 : SPECIALIZED JOURNALISM
(For Regular - 2020 Admission)

Time : Three Hours

Max. Marks: 75

PART A

Answer All (1 mark each)

1. Define ESPN
2. What is a Housejournal?
3. Define SEBI.
4. What is Cover wrap?
5. Define TRAI.
6. Write a short note on Literary magazines. Give an example.

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. Indian Economy is a true example of complete mixed economy: Comment.
8. Write a note on New Economic Policy and its impact on agriculture sector in India.
9. Discuss briefly on writing a good editorial for a magazine.
10. Write a short note on Video Magazines.
11. Write a note on the consequences of Nationalization of Banks.
12. Discuss the achievements brought out by economic planning in India?
13. Role of financial institutions in the development of Kerala economy.
14. Discuss about International Monetary fund (IMF).
15. India is having a fast growing service sector: Comment.
16. What is the difference between readership and circulation?

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. Critically evaluate the present state of business journalism in India.
18. Imagine that you are doing a cover story of a magazine on a famous Indian writer. Identify a contemporary writer and list at least 15 questions you would ask the person for an interview.
19. Under-utilization of natural resources is a main threat to Indian Economy: Comment.
20. Explain the essential qualities needed for a political reporter.
21. What is sports reporting?
22. How business journalism can help the general public? Analyze.
23. Identify the unique features of magazine formats with example
24. Discuss the role of public sectors in Indian economy.

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. Write about Different type of political reporting.
26. What effect does Media on Democracy? Discuss in detail.
27. Define Economic Liberalisation and explain its salient features.
28. Write a detailed note about your favourite business newspaper, evaluating why you consider it as superior to others.

(15 x 2 = 30)