

B. A. DEGREE END SEMESTER EXAMINATION : NOVEMBER 2023
SEMESTER 5 : MASS COMMUNICATION AND JOURNALISM MODEL - I
COURSE : 19U5CRBCJ08 : SPECIALIZED JOURNALISM
(For Regular 2021 Admission and Supplementary 2020 Admission)

Time : Three Hours

Max. Marks: 75

PART A

Answer All (1 mark each)

1. Define The Financial Express.
2. What is ABC ? What is its importance in magazine publishing?
3. Who is sports journalist?
4. Define MGNREGA.
5. What is Media Industry ?
6. What is principle of order in visual design?

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. Discuss the impact of demonetization in Indian Economic condition.
8. Any financial or economic story is a human interest story- Elucidate with examples.
9. Tablets and mobile phones are the future determinants of magazine culture. Evaluate.
10. Write a note on Sustainable Development Goals.
11. Discuss the scope and future of Business Newspapers in India.
12. Discuss about Stock exchanges.
13. Write about the essential elements of a magazine cover.
14. What do you mean by warm and cool colours. Give examples.
15. IT Industry is the largest private sector employer in India: Comment.
16. Discuss the impact of globalization on Business Journalism.

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. Explain the role of financial reporter as the inter-mediary between the stock market and the investor.
18. Inequality in the distribution of wealth is a characteristic of Indian Economy: Comment.
19. How to Cover Political scams?
20. What is the major difference between sports news and sports feature?
21. Suggest a few creative ways to find new readers or to increase circulation for an existing magazine.
22. Discuss the psychological impacts of mass media in detail.
23. Critically evaluate the content of a Business Magazine in India.
24. Existence of chronic unemployment and underemployment is a threat to Indian Economy: Comment.

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. Elaborate on the print media market in 21st century.
26. Analyse the impact of economic liberalisation in economic development of Kerala.
27. Discuss the impact of Foreign Direct Investment on Indian entertainment Media.
28. How political advertising is changing our national politics?

(15 x 2 = 30)