

Reg. No

Name

24U685

B. A. DEGREE END SEMESTER EXAMINATION - MARCH 2024
SEMESTER 6 - MASS COMMUNICATION AND JOURNALISM MODEL - I

COURSE : 19U6CRBCJ15 - BUSINESS JOURNALISM

(For Regular 2021 Admission and Supplementary 2020 Admission)

Time : Three Hours

Max. Marks: 75

PART A

Answer All (1 mark each)

1. The Economic Times.
2. Kerala State Planning Board.
3. Yellow Revolution.
4. Micro Credit.
5. Define Brokers and Sub Brokers.
6. Companies Act 2013.

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. Discuss about Bio-Technology and Tele communication policies.
8. IT Industry is the largest private sector employer in India: Comment.
9. Write a note on Non- Banking financial Institutions in India.
10. Define Green Revolution.
11. Discuss the achievements brought out by economic planning in India?
12. Write a note on Non- Banking Financial Institutions in Kerala.
13. Explain briefly on Financial Columnist.
14. Write a short note on ADB.
15. "Business reporting is, and will continue to be the most complicated reporting assignments". Why?
16. Write a short note on WTO.

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. Discuss about Commercial Banks and Non-Banking Financial Institutions.
18. Discuss on the necessary preparations to be done to report budget speech.
19. Write a brief note on five Year Plans in India.
20. Write a detailed note about your favourite business newspaper, evaluating why you consider it as superior to others.
21. Analyse the scope and limitation of a business television channel in Malayalam.
22. Critically evaluate the present state of Business Journalism in India.
23. Bring out the difference between Gross National Product and Gross Domestic Product.
24. Critically analyse the content of an Indian business newspaper of your choice.

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. What are the do's and don'ts of business reporting ?
26. Prepare a list of questions to interview the Chief Financial Adviser of Government of Kerala
27. Under-utilization of natural resources is a main threat to Indian Economy: Comment.
28. As a reporter of a language newspaper, how would you analyse share markets? Discuss with suitable examples.

(15 x 2 = 30)