

B. A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2024
SEMESTER 5 : MASS COMMUNICATION AND JOURNALISM MODEL - I
COURSE : 19U5CRBCJ08 : SPECIALIZED JOURNALISM
(For Regular 2022 Admission and Supplementary 2021/ 2020 Admissions)

Time : Three Hours

Max. Marks: 75

PART A

Answer All (1 mark each)

1. Write a note on Free market.
2. Define ESPN.
3. What is principle of symmetry?
4. Briefly write on Interiors & Design magazines. Give an example.
5. What is Information Technology?
6. What is bank nationalization?

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. Discuss the impact of demonetization in Indian economic condition.
8. What is a political scam?
9. Any financial or economic story is a human interest story- Elucidate with examples.
10. "Business reporting is and will continue to be the most complicated reporting assignments". Why?
11. Discuss the impact of globalization on Business Journalism.
12. Explain the style of writing for children's magazines.
13. Discuss on the reasons of economic disparity in India.
14. Write a note on the contents of the business page of leading newspapers in Malayalam.
15. What are illustrations? Why are they important in magazine production?
16. What is Bull and Bear?

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. Analyse the scope and limitation of a business television channel in Malayalam.
18. Critically evaluate the present state of business journalism in India.
19. Indian economy is excessively depending on agriculture and primary producing/production: Comment.
20. 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.
21. What is sports reporting?
22. What is Political reporting? Explain with a recent news report published in a newspaper.
23. What are the do's and don'ts of business reporting ?
24. Identify at least four areas of entertainment apart from movies and elaborate on each of them.

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. Discuss the qualities of a good Business Journalist.
26. Define Economic Liberalisation and explain its salient features.
27. Discuss the recent trends in magazine publishing in content, design and platform.
28. Write about different types of political reporting.

(15 x 2 = 30)