

B. A. DEGREE END SEMESTER EXAMINATION - MARCH 2025
SEMESTER 6 : MASS COMMUNICATION AND JOURNALISM MODEL - I
COURSE : 19U6CRBCJ15 : BUSINESS JOURNALISM
(For Regular 2022 Admission and Supplementary 2021/2020 Admissions)

Time : Three Hours

Max. Marks: 75

PART A

Answer All (1 mark each)

1. TRAI
2. Who is the editor of Business Today?
3. PMAY(G)
4. What is an Annual financial report?
5. Define Private Property Rights.
6. What do you mean by Debenture?

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. Evaluate the relevance of business write ups that appear in general interest magazines.
8. Discuss the impact of demonetization in Indian economic condition.
9. How business journalism can help the general public?
10. Explain briefly on Financial Columnist.
11. Write note on consequences of Green Revolution
12. Discuss on Budget reporting.
13. Write a short note on World Bank.
14. Role of financial institutions in the development of Kerala Economy.
15. Write a note on demographic profile of Kerala
16. Write a note on Good and Services Taxes.

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. Analyse the scope and limitation of business television channels in Malayalam
18. Discuss the qualities of a good Business Journalist.
19. Discuss the impact of Foreign Direct Investment on Indian Entertainment Media.
20. 'Business journalism in India is apparently more promotional than objective'-comment with examples
21. Critically analyse the content of an Indian business newspaper of your choice
22. Critically evaluate the present state of Business Journalism in India.
23. Discuss the importance of budget evaluation reports which appear in the editorial page of National dailies.
24. What is Corporate Social Responsibility? Give one example.

(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. India is having a fast growing service sector: comment
27. Prepare a list of questions to interview the Governor, Reserve Bank of India
28. Critically evaluate the role of Stock Market in economic growth of India.

(15 x 2 = 30)