

B. A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2025
SEMESTER 5 : MASS COMMUNICATION AND JOURNALISM MODEL - I
COURSE : 19U5CRBCJ08: SPECIALIZED JOURNALISM

(For Regular 2023 Admission and Supplementary 2022/ 2021/ 2020 Admissions)

Time : Three Hours

Max. Marks: 75

PART A

Answer All (1 mark each)

1. What is Railway budget?
2. What is a dummy copy?
3. Write a note on Free market.
4. Briefly explain Government Journals. Give an example.
5. Define ESPN.
6. What is an Annual financial report?

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. "Business reporting is, and will continue to be the most complicated reporting assignments". Why?
8. Narrate the challenges of Business Journalism in India.
9. Write a note on Sustainable Development Goals.
10. Discuss the impact of globalization on Business Journalism.
11. What is the difference between readership and circulation?
12. Discuss the role of micro finance in Kerala's economic development.
13. India is having a fast growing service sector: Comment.
14. What are the rules for photo editing in magazines?
15. Write about the essential elements of a magazine cover.
16. Write a note on the importance of Agriculture sector in Indian Economy.

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. What are the challenges for the print magazine industry in the current digital age. Discuss the new platforms of magazine business in the digital era.
18. Inequality in the distribution of wealth is a characteristic of Indian Economy: Comment.
19. What is the role of commentary and analysis in sports journalism?
20. Analyse the scope and limitation of a business television channel in Malayalam.
21. What are the do's and don'ts of business reporting ?
22. How to Cover Political scams?
23. Explain the role of financial reporter as the inter-mediary between the stock market and the investor.
24. 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.

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. Write about different type of political reporting.
26. Discuss about the strengths and weakness of Indian Economy.
27. Explain the classification of magazines.
28. Write a detailed note about your favourite business newspaper, evaluating why you consider it as superior to others.

(15 x 2 = 30)