

Reg. No

Name

26U690

B. A. DEGREE END SEMESTER EXAMINATION- MARCH 2026
SEMESTER 6 : MASS COMMUNICATION AND JOURNALISM MODEL - I

COURSE : 19U6CRBCJ15 : BUSINESS 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. Define Privatization.
2. Define Kerala State Planning Board.
3. Who is a Business Analyst?
4. What is Public Debt?
5. Elaborate RBI.
6. What is Media Industry ?

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. Discuss the achievements brought out by economic planning in India.
8. Write a note on the consequences of Nationalization of Banks.
9. Write a short note on IDBI.
10. Write a short note on WTO.
11. Any financial or economic story is a human interest story- Elucidate with examples.
12. Explain briefly on Bull and Bear.
13. Write a note on Non- Banking Financial Institutions in Kerala
14. Write a note on NITI Ayog.
15. Discuss about the strengths and weakness of Indian Economy.
16. What is the concept of quantity theory of money, and how does it relate to monetarist economics?

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. Discuss the scope and future of Business Newspapers in India.
18. How do you report the budget speech of the Hon'ble Finance Minister of Government of India for a National daily?
19. Discuss about Stock exchanges.
20. Capital deficiency is one of the characteristic features of Indian Economy: comment.
21. Critically evaluate any two financial columns in leading general interest magazines.
22. Write a brief note on five Year Plans in India.
23. What is a Housejournal and explain the functions of housejournals with examples.
24. Indian economy is excessively depending on agriculture and primary producing: Comment.

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. How did economic liberalisation help the growth of Indian media like television, cable TV and Internet ?
26. Prepare a list of questions to interview the Chief Financial Adviser of Government of Kerala.
27. Discuss on the scope of E-commerce markets in India.
28. As a reporter of a language newspaper, how would you analyse share markets? Discuss with suitable examples.

(15 x 2 = 30)