

Reg. No. :

Name :

**Sixth Semester B.A. Degree Examination, April 2019
(Career Related First Degree Programme under CBCSS)
Group 2(a)**

**JOURNALISM AND MASS COMMUNICATION AND VIDEO PRODUCTION
Core Course XI
JC 1642 : Business Journalism
(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

I. Answer the following in **one/two** words or in **one/two** sentences :

- 1) Union budget
- 2) Public issue
- 3) SEZ
- 4) Globalisation
- 5) Arun Jaitley
- 6) Fiscal deficit
- 7) Turnover
- 8) Merger
- 9) Venture capital
- 10) Annual bonus.

(10×1=10 Marks)

II. Answer **any eight** questions, each in about **60** words :

- 11) Mutual Fund
- 12) Economic times
- 13) Current Account
- 14) Sensex
- 15) Microeconomics
- 16) RBI



- 17) e-commerce
- 18) Broker
- 19) GDP
- 20) K. M. Abraham
- 21) Finance commission
- 22) Wall Street.

(8x2=16 Marks)

iii. Answer **any six** questions, each in about 120 words.

- 23) Discuss the impact of demonetisation and GST on Indian print media.
- 24) Explain Nehruvian model.
- 25) Write a short note on KIIFB model of development in Kerala.
- 26) Write a short note on Bank Nationalism.
- 27) Explain NITI Aayog.
- 28) Explain the qualities required to become a business journalist.
- 29) Write a short note on the origin of modern stock exchange.
- 30) Explain Green Revolution.
- 31) Explain recession.

(6x4=24 Marks)

iv. Write long essays on **any two** of the following :

- 32) Write an essay on your favourite business newspaper. Evaluating why you consider it as superior to others.
- 33) Critically evaluate the practice of business journalism in India.
- 34) Write an essay on the major schools of modern economic thinking.
- 35) Write an essay on India's three major financial bodies in India.

(15x2=30 Marks)
