

D6BMC1804 (S2)

70A

8/3/23

Reg. No.....

Name:

SIXTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2023

(Supplementary - 2016, 2017 & 2018 Admissions)

MASS COMMUNICATION

ABCJ6E03T: BUSINESS JOURNALISM

Time: 3 Hours

Maximum Marks: 80

PART A: Answer any five questions not exceeding 50 words. Each carries three marks.

1. GATT
2. Green revolution
3. Stock market
4. Dhanam Magazine
5. Keynesian Economics
6. Fifth Five Year Plan
7. Commodity market
8. Migrant labourers in Kerala
9. Bank nationalisation

(5 × 3 = 15 Marks)

PART B: Answer any seven questions not exceeding 100 words. Each carries five marks.

10. Analyse the role of major Malayalam dailies in covering business stories linked to Kerala.
11. Compare the characteristics of classical and neoclassical school of economic thoughts.
12. What are the special programmes that can be broadcasted on a news channel on the day of budget presentation?
13. Write a detailed note on your favourite business magazine, evaluating why you consider it superior to others.
14. What were the features of Nehruvian model?
15. Prepare a brief description on Planning Commission of India.
16. How did the 2008 global financial crisis affect Indian economy?
17. Explain the key skills required for an anchor who leads a business discussion in a television channel.
18. Discuss the role of agriculture in economic development.

(PTO)

19. Detail the role of business television networks in spreading awareness about financial markets to a larger audience.
20. Prepare an article on the economic liberalisation policies of 1990's and its after effects.
21. What are the important institutions that play a key role in shaping economic policies at the Global level?

(7 × 5 = 35 Marks)

PART C: Answer any two questions not exceeding 400 words. Each carries fifteen marks.

22. Prepare an essay on the topic 'Capitalist countries and Global economy'.
23. What are the various stock exchanges in India? Explain the functioning of stock exchanges.
24. What are the salient features of Kerala model of development?
25. Explain the milestones of Indian economy.

(2 × 15 = 30 Marks)