

SIXTH SEMESTER BA DEGREE EXAMINATION, APRIL 2024**(Supplementary - 2018 Admission)****MASS COMMUNICATION AND JOURNALISM****ABCJ6E03T: BUSINESS JOURNALISM****Time: 3 Hours****Maximum Marks: 80****Part A: Answer any *five* questions not exceeding 50 words. Each carries *three* marks.****Write short notes on:**

1. ILO
2. M S Swaminathan
3. Currency Exchange Market
4. Cash crops in Kerala
5. Classical Economics
6. Fourth Five Year Plan
7. GST
8. K N Raj
9. KIFB

(5 × 3 = 15 Marks)**Part B: Answer any *seven* questions not exceeding 100 words. Each carries *five* marks.**

10. Prepare a description on WTO.
11. Compare the characteristics of Marxian and Keynesian schools of economic thoughts.
12. Evaluate the functioning of NITI Ayog.
13. Explain the milestones of Indian economy.
14. Analyse the Five Year Plans of India after the Emergency period.
15. What are the negative effects of bank nationalization?
16. Write a report on any three specialized business journals in India.
17. Draft an essay on 'Banks in the rural areas of India'.
18. Write a detailed note on your favourite Malayalam business magazine, evaluating why you consider it superior to others.
19. What are the unique features of Kerala model of development?
20. Analyse the contributions of migrant labourers in our state to Kerala economy.
21. Compare the business pages of Malayala Manorama and Mathrubhumi.

(7 × 5 = 35 Marks)**(PTO)**

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

22. Prepare an essay on the topic 'Third world countries and Global economy'.
23. What is Green revolution in India? Explain the historical significance, features, negative and positive impacts of Indian Green revolution.
24. What are the formalities before the Union budget presentation? Discuss the core contents of 2023 Union budget.
25. Write a critique on the status of business journals and business magazines in India giving special emphasis on Malayalam publications.

(2 × 15 = 30 Marks)