



M 16330

Reg. No.: .....

Name: .....

**IV Semester M.C.J. Degree Examination, July 2009**  
**CJ 402 : BUSINESS JOURNALISM (Optional)**

Time : 3 Hours

Max. Marks : 80

*Instruction : Answer Question No. I and four others. .*

I. Write short notes on **any four** of the following :

(4×5=20)

- a) Liberalisation
- b) Budget
- c) Business journals
- d) Chambers of Commerce
- e) Companies Act
- f) Share market.

II. Write a detail note on economic liberalisation.

(15×4=60)

III. Critically evaluate the Industrial Policies of India.

IV. Examine the status of Indian Business Journalism.

V. How do you cover a stockholder's meeting for a newspaper ?

VI. How do you prepare an annual report of a company ?

VII. Explain the economics of Media Industry in India.

VIII. Write an article on the present Import Policy of Government of India. (Word limit : 300)

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