



M 19245

Reg. No. :

Name :

IV Semester M.C.J. (Regular/Supplementary) Degree Examination, June 2011
CJ 403 (b) : BUSINESS JOURNALISM
(2009 Admn.)

Time: 3 Hours

Max. Marks: 60

Instructions : Answer Question Number I and four others.
All questions carry equal marks.

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

- 1) Five-year plans
- 2) Outlook money
- 3) SEBI
- 4) Fiscal deficit
- 5) VAT
- 6) Laizze-faire economics
- 7) Sensex.

12

II. Explain the role of stock markets in Indian economy.

12

III. How did neo-liberal policies of the 90s influence Indian market ?

12

IV. What is corporate reporting ? What are the essential qualities required for a corporate reporter ?

12

V. Critically analyse the content of an Indian business newspaper of your choice.

12

VI. Trace the origin and growth of Indian banking sector.

12

VII. Analyse the scope and limitation of a business television channel in Malayalam.

12

VIII. Analyse the performance of specialized business journals in Malayalam.

12