

Reg. No. :

M 12048

Name :

Fourth Semester M.C.J. Degree Examination, June 2006
BUSINESS JOURNALISM (Optional)

Time: 3 Hours

Max. Marks: 80

*Instructions: 1) Answer question I and four others.
2) All questions carry equal marks.*

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

- a) Union budget
- b) Financial newspapers
- c) EXIM Policy
- d) Public issue of shares
- e) Export processing zones
- f) Business world.

II. There is a "need for speed" in financial journalism with rapid growth in Indian stock markets. Discuss.

III. Financial reporting is an important link between the industry and government. Comment.

IV. Compare and contrast between financial newspapers and business magazines.

V. Describe briefly the present state of business journalism in India.

VI. Write an article in about 600 words on 'Tourism Development in Kerala is the key to the state's economic development'.

VII. How has economic liberalisation helped the growth of Indian visual media like television, cable TV and Internet ?

VIII. What are the do's and don'ts of business reporting ?

