



M 17750

Reg. No. :

Name :



IV Semester M.C.J. Degree Examination, June 2010
CJ 402 : BUSINESS JOURNALISM (Optional)

Time: 3 Hours

Max. Marks: 80

Instruction: Answer Question No. 1 and four others.

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

(4×5=20)

- a) Globalisation
- b) Companies Act
- c) Annual reports
- d) House journals
- e) Share market
- f) Budget.

II. Analyse the impact of economic liberalisation.

(15×4=60)

III. Critically evaluate the industrial policies of India.

IV. Explain the status of Indian business journalism.

V. Discuss the economic growth of Indian Media Industry.

VI. Write an article on SEZ, (word limit 300) for a daily.

VII. How do you report the budget speech of the Hon'ble Finance Minister of Government of India for a daily ?

VIII. Explain the techniques of editing business news.
