

M 11480

Fourth Sem. M.C.J. Degree Examination, January 2006
Optional 2 : BUSINESS JOURNALISM

Time: 3 Hours

Max. Marks: 80

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

- I. Write short notes on **any four** of the following :
 - a) Railway budget
 - b) Business reporting
 - c) Company Annual Reports
 - d) Industrial policy
 - e) Media business
 - f) Business line.
 - II. "Financial reporting in India requires the stock market as much as the stock markets require financial reporting". Elucidate.
 - III. Discuss the impact of economic liberalisation on media business.
 - IV. Distinguish between financial and general reporting.
 - V. Explain the role of financial reporter as the inter-mediary between the stock market and the investor.
 - VI. Write a detailed report in about 600 words on the Coca Cola - Plachimade panchayat controversy.
 - VII. What are the guidelines to prepare a business report and business letter ?
 - VIII. Write a detailed note about your favourite business newspaper, evaluating why you consider it superior to others ?
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