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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 08 / 01/ 2025 **Time:** 09:30 am –12:30 pm |

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| **School:** SOMS | **Program:** BAJMC | |
| **Course Code :** BAJ3035 | **Course Name**: Business Journalism | |
| **Semester**: V | **Max Marks**: 100 | **Weightage**: 50 |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **10** | **10** | **20** | **20** | **40** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

|  |  |  |  |  |
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| **Answer ALL the Questions. Each question carries 2marks. 10 x 2 M=20 M** | | | | |
| **1** | What is a business journalist's main role in media? | **2 Marks** | **L1** | **CO1** |
| **2** | What are two key skills for business journalists? | **2 Marks** | **L1** | **CO1** |
| **3** | How has technology shaped careers in business journalism? | **2 Marks** | **L1** | **CO1** |
| **4** | Name a top Indian business news outlet and its impact. | **2 Marks** | **L1** | **CO1** |
| **5** | How do business journalists analyze and report on market trends? | **2 Marks** | **L1** | **CO1** |
| **6** | What were the key policies of India's Permit Raj era? | **2 Marks** | **L2** | **CO2** |
| **7** | How did the Green Revolution impact India's economy? | **2 Marks** | **L2** | **CO2** |
| **8** | How did 1990s economic reforms affect India's stock market? | **2 Marks** | **L2** | **CO2** |
| **9** | What were the two functions of the Planning Commission? | **2 Marks** | **L2** | **CO2** |
| **10** | What is the primary role of NITI Aayog in India? | **2 Marks** | **L2** | **CO2** |

**Part B**

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| **Answer the Questions Total 80 Marks.** | | | | | |
| **11.** | **a.** | Interpret the relevance of neo-classical economics in modern policy-making and illustrate with examples. | **20 Marks** | **L3** | **CO3** |
| **or** | | | | | |
| **12.** | **a.** | Compare various economic theories and their relevance to today's challenges. | **20 Marks** | **L3** | **CO3** |
|  |  |  |  |  |  |
| **13.** | **a.** | Analyze the key factors influencing stock market trends, and how can they be simplified for a general audience. | **20 Marks** | **L4** | **CO4** |
| **or** | | | | | |
| **14.** | **a.** | Examine how business journalism shapes public understanding of national budgets and outline suggestions for improving its effectiveness. | **20 Marks** | **L4** | **CO4** |

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| **15.** | **a.** | Explain the role of global trade in driving economic growth in emerging economies and design strategies for effective reporting on this topic. | **20 Marks** | **L5** | **CO5** |
| **Or** | | | | | |
| **16.** | **a.** | Discuss the impact of globalization on national labor markets and explain how multinationals influence employment patterns. | **20 Marks** | **L5** | **CO5** |

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| **17.** | **a.** | Create a detailed guide for covering international business developments with a focus on data-driven insights. | **20 Marks** | **L5** | **CO5** |
| **Or** | | | | | |
| **18.** | **a.** | Assess the ethical challenges faced by business journalists in reporting on economic policies and corporate practices. Propose solutions to these challenges. | **20 Marks** | **L5** | **CO5** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***