Roll No.												

PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – December 2025

Date: 05-12-2025 **Time:** 01:00pm – 04:00pm

School: COMMON TO ALL SCHOOL	**Program** COMMON TO ALL PROGRAM	
Course Code: BAJ3035	**Course Name:** Business Journalism	
Semester: OE	**Max Marks**:100	**Weightage**:50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	50	30-10	30+20		

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 5 marks. **6Q x 5M=30M**

1.	Define business journalism and explain its scope.	**5 Marks**	**L1**	**CO1**
2.	Describe any two key economic indicators used in business reporting.	**5 Marks**	**L2**	**CO1**
3.	Explain the role of SEBI in India's financial system.	**5 Marks**	**L2**	**CO1**
4.	Identify the difference between facts and opinions in business news with suitable examples.	**5 Marks**	**L3**	**CO1**
5.	Explain the role of the Reserve Bank of India (RBI) in regulating the country's financial system.	**5 Marks**	**L2**	**CO1**
6.	Examine the significance of understanding economic indicators for business journalists.	**5 Marks**	**L4**	**CO1**

Part B

Answer any 5 Questions. Each question carries 10 marks. **5Q x 10M=50M**

7.	Explain the key responsibilities of a business journalist in reporting financial news accurately.	**10 Marks**	**L2**	**CO1**
8.	Describe the role of digital platforms like websites, apps, and social media in modern business journalism.	**10 Marks**	**L2**	**CO2**
9.	Analyse the role of business journalists in covering agricultural and industrial developments.	**10 Marks**	**L4**	**CO2**
10.	Describe the main sources of business news, such as press releases, earnings calls, and government data.	**10 Marks**	**L2**	**CO2**
11.	Examine the role of multimedia tools—such as podcasts, videos, blogs, and infographics—in improving audience engagement in business journalism.	**10 Marks**	**L4**	**CO3**
12.	Discuss the role and significance of India's major stock exchanges, especially the Bombay Stock Exchange (BSE) in Mumbai and the National Stock Exchange (NSE), in business and financial journalism.	**10 Marks**	**L6**	**CO1**

Part C

Answer any 1 Question. Each question carries 20marks. **1Q x 20M=20M**

13.	Explain the growth and significance of start-ups, fintech, green economy, and e-commerce in India.	**20 Marks**	**L2**	**CO3**
14.	Analyse the role and importance of digital platforms, financial databases, data visualisation tools, multimedia reporting, and analytics in modern business journalism.	**20 Marks**	**L4**	**CO3**

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