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Bengaluru

Mid Term Examinations - October 2026

Date: 05/10/2026 **Time:** 02:00 PM - 03:30 PM

Course Code: BAJ3035 **Course Name:** Business Journalism

Semester: Third Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2
Marks	45	40

Part A: Answer Any 2 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	Explain the definition of business journalism.	5	CO1	BT2
2	Discuss the evolution of business journalism in India.[	5	CO1	BT2
3	Explain the role of RBI as a financial institution.	5	CO1	BT2

Part B: Answer Any 2 Following Questions. 20 M

Q.N.	Questions	M	CO	BT
4	Explain the importance of business journalism for the public and economy.	10	CO1	BT2
5	Explain the meaning of Inflation, CPI and WPI.	10	CO1	BT2
6	Discuss the specializations available in business journalism.	10	CO1	BT2

Part C: Answer Any 1 Following Questions. 20 M

Q.N.	Questions	M	CO	BT
7	"Business news is not only about numbers." Create a human-interest business story using Government data to prove this statement.	20	CO2	BT6
8	Create a business news story on corporate monopoly or malpractices by following ethical guidelines.	20	CO2	BT6