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1M4M20207

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Reg. No:.....

Name: .....

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE  
Fourth Semester MA Degree Examination, March/April 2020  
MJLS4E2(4) – Business Journalism  
(2018 Admission onwards)

Time: 3 hours

Max. Weightage : 36

**PART A**

**Write short notes on any SIX of the following. Each question carries two weightage:**

1. GATT
2. IPO
3. Debentures
4. SEBI
5. Dow Jones
6. Commodity market
7. Reverse migration
8. *Sambadyam*

(6 x 2 = 12 weightage)

**PART B**

**Answer any four questions. Each question carries SIX weightage**

9. Explain the important features of a mixed economy.
10. 'Business reporting is not only about mere wealth creation but dealing with larger national and international affairs.' Explain.
11. Analyse the role and relevance of WTO in regulating and dictating world trade.
12. Assess the impact of 2016 currency demonetization.
13. Explain the key features of public and private limited companies.
14. 'Reporting the Union budget is a challenging task for a journalist working in any media platform.' Comment.
15. 'Guest (migrant) labourers from other States have become the backbone of the unorganised work force in Kerala. 'Discuss its scope and challenges.
16. Elaborate the need for a code of ethics in business reporting.

(4x6= 24weightage)

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FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE  
Fourth Semester MA Degree Examination, March/April 2020  
MJLS4B15 – Feature Writing and Magazine Editing  
(2018 Admission onwards)

Time: 3 hours

Max. Weightage : 36

**PART – A**

*Write short notes on any six of the following*

1. Photo feature
2. Frontline
3. Editorial mix
4. India today
5. Web zines
6. Infographics
7. Public Relations magazine
8. Advertorial

**6 x 2 = 12 weightage**

**PART – B**

*Answer any four questions. Each question carries six weightages*

9. Describe how an article is different from feature.
10. If you are in charge of a youth magazine and you need to design the cover page for the same. Explain how will you make it attractive
11. Critically analyze the recent trends and challenges in magazine journalism
12. Which are the different kinds of magazines? Explain with examples
13. Write a review for any book you read recently
14. Critically analyze the visual impact of any special interest magazine in terms of visual conventions.
15. Explain the principles for editing magazine
16. With suitable example explain the essential elements of a film review

**4x 6 = 24 Weightage**

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FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE  
Fourth Semester MA Degree Examination, March/April 2020

**MJLS4B16– Film Studies**

(2018 Admission onwards)

Time: 3 hours

Max. Weightage : 36

**Answer questions one and four others**

**PART A**

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

1. Mise en scène
2. Cinemascope
3. Robert Flaherty
4. Raja Harischandra
5. D.W Griffith
6. Semiotic Film Theory
7. Propaganda films
8. Anand Patwardhan

(6 x 2=12 weightage)

**PART B**

II. **Answer any four of the following. Each question carries 6 weightage.**

9. Explain Montage theory in detail along with its origin and the pioneers behind.
10. Elaborate the contributions of Fernando Solanas towards world cinema.
11. Discuss the role of regional film industries in Indian panorama.
12. Explain the gender stereotypes that still exist in the Malayalam film industry, with examples.
13. Critically approach the visual experience of a film in the multiplex era.
14. Analyze the Netflix effect on film industry.
15. Explain German Expressionism in film.
16. Discuss the emergence of Malayalam new wave cinema and its impact upon the audience.

(4 x 6=24 weightage)