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1M4M18204

(Pages : 2)

Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Fourth Semester MCJ Degree Examination, March 2018
MCJ4C15 – Feature Writing and Magazine Editing
(2016 Admission onwards)

Max. Time: 3 hours

Max. Weightage: 36

Answer question 1 and four others

I. Write short notes on any six of the following.

1. Special interest niche magazines
2. Feature syndicates
3. Digital magazine
4. *The Illustrated Weekly of India*
5. Display ads
6. *Aroon Purie*
7. Wall Street Journal formula (Neck-of-the-vase)
8. Angle

(6x2=12 weightage)

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

9. How does writing for magazines differ from that for newspapers? What are the writing techniques that may be employed to hold the attention of the reader?
10. 'Visual quality has supreme importance in the design of a magazine'- Explain.
11. Critically evaluate the content and presentation of a magazine of your choice.
12. If you are assigned to do a profile interview of a prominent person, what are the key aspects that you may look for and what kind of preparation will you undertake to complete the task. Elucidate your answer by writing at least eight questions that can be asked to any of the three persons given below.

M.T.Vasudevan Nair

Pinarayi Vijayan

P.V.Sindhu (Pusarla Venkata Sindhu)

13. 'Magazines in India should find alternative strategies to survive in the cyber age'- Comment. How can magazines make use of characteristics of the internet to redesign its print content?
14. Design the content for a newly launched magazine from Kerala which focusses on the 'food and culture' of the state.
15. 'Writing film reviews for magazines is a formidable task as it lacks immediacy'- Based on this statement write a film review of your choice for a general interest magazine.
16. Stories gathered through investigative journalism methods are best suited for publication in magazine format. Comment with examples.

(4x6=24 weight)

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FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Fourth Semester MCJ Degree Examination, March 2018
MCJ4C16 – Film Studies
(2016 Admission onwards)

Max. 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. Father of African Cinema
2. Cinema Paradiso
3. Metric montage
4. 120 BPM
5. Semiology
6. New Wave
7. South Korean films
8. Andre Basin

(6 x 2=12 weightage)

PART B

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

9. Compare the thematic evolution of earlier Malayalam movies with the present day productions?
10. Observe the unique features of Aamir Khan film productions citing examples.
11. Elucidate the influences in the form and content of third world cinemas.
12. Describe the major film movements with regard to the depiction of social living conditions in it.
13. Criticize the portrayal of gender in Indian cinemas considering the feminist theory by Laura Mulvey.
14. Analyse the major hiccups in adaptation of stories for films by giving an example.
15. Explain the viability of auteur theory while considering filmmaking as a team work.
16. Emancipate the key pros and cons to the viewing experience while huge cinema theatres are transformed into multiplexes.

(4 x 6=24 weightage)

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1M4M18206

(Pages : 2)

Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Fourth Semester MCJ Degree Examination, March 2018
MCJ4E04 – Business Journalism
(2016 Admission onwards)

Max. Time: 3 hours

Max. Weightage: 36

Answer Question 1 and Four others

Part A

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

1. Demonetization
2. One Country One Tax
3. Mutual funds
4. Alfred Marshall
5. Dow Jones
6. Role of RBI
7. WTO
8. Commodity market

(6x2= 12 weightage)

Part B

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

9. Critically analyse the major characteristics of Classical and Keynesian economic thoughts.
10. What is a liberalized economy? Explain the merits and demerits of liberalization of an economy.
11. Assess the role and relevance of Planning Commission of India and its recent substitute NITI Aayog.
12. Explain the operations carried out in a stock exchange. Do stock market indices reflect the overall development of a country?
13. Examine the challenges of business reporting. Do we need a code of ethics for a business reporter in India?

14. Describe the important programmes and their style of reporting in the 24x7 business television channel such as *ET Now* and *CNBC TV 18*.
15. Critically analyse the Kerala Model of Development. Is it time to review this model of development?
16. 'Migration from Kerala to other countries especially to the West Asia and migration to Kerala from Indian states are two salient features of Kerala economy. Discuss its scope and challenges.'

(4x6=24 marks)