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FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE  
Fourth Semester MCJ Degree Examination, March /April 2019  
MJLS4E2(4) – Business Journalism  
(2017 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. Kerala Calamity Cess for GST
2. Impact of demonetisation on tourism
3. Business publications in Malayalam
4. Wall Street Journal
5. IPO
6. Niti Aayog
7. SEBI
8. Anti-hartal movement in Kerala

(6 x 2 = 12 weightage)

**PART B**

Answer any four questions.  
Each question carries SIX weightage

9. Assess the role of major global institutions that frame economic policies.
10. '1991 marked a paradigm shift in the Indian economy.' Examine the key features of liberalisation of the economy and its impact over the period.
11. Distinguish between shares and mutual funds. How are they suited for different investors?
12. 'Union Budget is one of the most sought after economic event of a financial year.' Analyse the reasons for assigning prime importance to budget reporting by all media.
13. Analyse the contents and reporting in *Business Line* and *Economic Times*.
14. '2018 flood has caused unimaginable losses to Kerala economy.' Analyse the losses caused and suggest the path of recovery.
15. Describe the salient features of Kerala economy. Examine major challenges to Kerala economy.
16. Name two national and international 24x7 business TV channels. How do their reports differ from other news channels?

(4x6= 24weightage)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE  
Fourth Semester MCJ Degree Examination, March /April 2019  
MJLS4B16 – Film Studies  
(2017 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. Cahiers du Cinema
2. The Return
3. Neo Realism
4. Mirror theory
5. Soviet montage
6. Stereotype
7. Propaganda films
8. Kim Ki Duk

(6 x 2=12 weightage)

**PART B**

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

9. Observe the vast economic changes which occurred in the film industry while the theatres are modernized into multiplexes.
10. Define the role of a director in deciding the totality of a film while considering other departments of film production?
11. Elucidate the inter-medium disparity when adapted stories are used for making a film?
12. Describe the visual pleasure idea put forward by Laura Mulvey and its significance?
13. Comment on the third world cinemas by giving at least three examples.
14. Analyse the impact of home cinema productions over the target audience?
15. Discuss the short film making culture in India considering the advancement of digital technology.
16. Opine on the new generation Malayalam movie content and its influence on youth.

(4 x 6=24 weightage)



FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE  
Fourth Semester MCJ Degree Examination, March /April 2019  
MJLS4B15 – Feature Writing and Magazine Editing  
(2017 Admission onwards)

Time: 3 hours

Max. Weightage: 36

Answer question 1 and four others

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

1. Page brightener
2. *India Today*
3. Niche audience
4. Blurp
5. *Shankar's Weekly*
6. Caption and cutline
7. E-zine
8. Two feature story ideas on the life of fisherfolk post Ockhi disaster which are suitable for magazines.

(6x2=12 weightage)

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

9. Describe the following writing styles and analyse their strengths and weaknesses in putting together a feature for magazine.
  - a) Nut graph
  - b) Hour glass style
  - c) Narrative style
10. Suggest basic principles and strategies for improving the 'look and feel' of a magazine.
11. Describe the contemporary magazine journalism scenario in India and trace its evolution.

12. You are assigned to do human interest feature articles on GST and its impact in Kerala. Suggest **story ideas**. Write a **sample feature** on any of these ideas. Prepare at least **five questions** that you may ask the Finance Minister of Kerala in support of your features.
13. Long-form narrative has made a comeback recently through magazines. Why? Comment.
14. Design the content for a newly launched magazine from Kerala which focusses on the lives of Non-Resident Keralites and their families.
15. Write a book review of your choice.
16. What are the essential qualities required for a photo essay of a magazine? Suggest a model photo essay on the theme, 'The life of a Transgender'.

(4x6=24 weightage)