

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF ARTS JOURNALISM AND
MASS COMMUNICATION (BAJMC)
EXAMINATION: JANUARY - 2022
FOURTH SEMESTER
Sub: Business Journalism (BAJMC -19-4008)

Date : 20/01/2022

Total Marks : 20

Time: 2.00 pm to 3.00 pm

Instruction:

All questions are compulsory.

Q. 1. Answer the Following (Any One) (10)

- A.** Explain the importance of Business news beat. Describe the various points need to keep in minds while framing a business news beat?
- B.** What are the skills required for a business journalist? Elaborate in details.
- C.** Describe the importance of business Journalism in today's world.

Q. 2. Write short notes. (Any Two) (10)

- 1. Suchita Dalal
 - 2. Indian Economy
 - 3. Business Reporting
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