

Seat No: - _____

Enrollment No: - _____

PARUL UNIVERSITY
FACULTY OF ARTS
M. Arts Mid Term Examination 2022-23

Semester: - 3

Date: 27/07/2022

Subject Code: - (15205209)

Time: 10:30am to 12:30pm

Subject Name: - (Business Media)

Total Marks: 40

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

				Marks
Q.1	Multiple Choice Type Questions. (Each of 0.5 Mark)			06
1	Who was never a finance minister of India			
	(A)	Manmohan Singh	(B)	P Chidhambaram
	(C)	Yeshwant Sinha	(D)	None of these
2	Business and economic journalism is a branch of journalism that ____ changes in the economic state of a society			
	(A)	Tracks, analyzes and interprets	(B)	Informs, analyzes and acts
	(C)	Tracks, acts and informs	(D)	None of these
3	Who is termed as father of modern share market of India			
	(A)	Harshad Mehta	(B)	Ratan Tata
	(C)	Mukesh Ambani	(D)	Dhirubhai Ambani
4	What is full form of ICICI			
	(A)	Industrial Credit and Investment Corporation of India.	(B)	Industrial Companies and Investment Corporation of India.
	(C)	Indian Credit and Investment Companies for Industry.	(D)	None of these
5	What is the full form of SEBI			
	(A)	The Securities and Exchange Board of India	(B)	The Secured and Exchange Bonds of India
	(C)	The Securities and Exchequered Board of India	(D)	The Security and Elevation Board of India
6	Mutual Funds got boost in India because of _____			
	(A)	Investors	(B)	Standard of Living
	(C)	Globalisation	(D)	None of these
7	America's stock exchange 'The Big Board' is located at _____			
	(A)	Boston	(B)	Washington
	(C)	Chicago	(D)	New York
8	Who among these is chairman of Niti Ayog			
	(A)	President of India	(B)	Commerce Minister
	(C)	Prime Minister of India	(D)	Finance Minister
9	Whose name never appeared in financial scam in past?			
	(A)	R Raju	(B)	Ketan Parekh
	(C)	Harshad Mehta	(D)	None of these

10	The most important task of a business journalist is to _____			
	(A)	Track economic changes	(B)	
	(C)	Reduce inflation	(D)	
11	Who heads the State Bank of India			
	(A)	Dinesh Kumar Khara	(B)	Shashikant Das
	(C)	Chanda Kochar	(D)	Deepak Parekh
12	Which among these was not RBI governor			
	(A)	Urjit Patel	(B)	KV Kamath
	(C)	Raghuram Rajan	(D)	None of these
B. Terms / Short Notes / Case Study / Charts / Graphs/ Tables, etc. (Each of 01 mark)				(04)
1	Define Liability			
2	Name two business newspapers of India			
3	Name two business magazines India			
4	Define Asset			
Q.2	Answer the following.			
1	Write a note on Economic Indicators			
2	What is Economic reporting			
OR				
2	What is finance reporting			
Q.3	Answer the following.			
1	Why market related stories interest readers?			
2	Briefly explain rise in interest for Mutual Funds			
OR				
2	What are Spontaneous stories? Explain with example			
Q.4	Answer the following.			
1	Discuss Investigative stories in detail			
2	What kind of stories can a business journalist report from banking sector?			
OR				
2	Explain soft and hard business stories with examples			

***** ALL THE BEST*****