

ST. JOSEPH'S EVENING COLLEGE (AUTONOMOUS)

II SEMESTER M.A. [JOURNALISM] EXAMINATIONS - APRIL 2019

BUSINESS COMMUNICATION

Duration: 2.5 Hours

Max. Marks: 70

SECTION - A

I) Write short notes on any FIVE. (5x5=25)

1. Micro and Macro Economics.
2. Write about any 1 important Labour Law of India.
3. What do you understand by takeovers and mergers?
4. Mention the 5 S's of a Goodwill message in Business communication.
5. What is a business proposal?
6. What is a stock market?

SECTION - B

II) Answer any THREE of the following questions. (10x3=30)

7. What are the different types of companies?
8. What are the Indian economic policies after economic liberalization?
9. Tips on writing better business stories.
10. Types of Budget in a business organization.

SECTION - C

III) Answer any ONE of the following questions. (1x15=15)

11. Explain The Companies Act 2013 in detail.
12. What is a Business Report and what are the different types of business reports?