

ST JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE – 27
MID-SEMESTER TEST – AUGUST 2016
MA JOURNALISM AND MASS COMMUNICATION – III SEMESTER
MC 9216: BUSINESS JOURNALISM

Time: 1 ½ Hours

Max Marks: 35

The paper has two parts: Section A and Section B. Answer THREE questions in all from Sections A and B. Question 1 in Section A and Question 3 in Section B, however, are compulsory.

Section A

- 1. Describe the difference in the roles between the Chambers of Commerce and Lobbying as they are prevalent in India and US. Give an account of the US Chambers and Indian Chambers. (400 words) (15 Marks)
- 2. Give your impressions of Business Reporting. How is it different from general or other specialised subjects? (300 words) (10 Marks)

OR

Describe the Union Budget with some of its important features. How does it help the government in managing the Economy? (300 words) (10 Marks)

Section B

- 3. Based on the press release given below, write a news story with appropriate dateline. (Words: 250-300) (10 Marks)

MANGO Fashion now on Myntra.com

Bangalore, August: One of the world's leading international fashion retailers, MANGO will extend its online presence on Myntra.com from this October . Through this association, Myntra.com has taken one step further in making international fashion accessible to shoppers in the country with the widest assortment of style from MANGO's international collection.

Starting October 2016, Myntra.com will offer over 800 styles for women's wear starting from as low as INR 700 for basics going up to INR 16,000 for limited edition collections. The women's range would include basic everyday wear as well as office staples such as shirts, suits and tops along with a huge variety of dresses as part of their evening wear collection.

Additionally, 'H.E. by MANGO', the range for men and MANGO Kids, will be available on the portal later this year. With this alliance, MANGO will leverage Myntra.com's vast shopper base and reach across India to strengthen its presence in one of the fastest growing retail markets in the world.

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Mango has been at the forefront of the fashion retail revolution and the brand has almost become synonymous with the term, 'fast fashion'. Dressing up the modern, urban women for her daily needs has been MANGO's winning formula.

Mr Jaime Mur, MANGO Country Manager for India, South Korea, Japan and Sri Lanka, said: "It is a pleasure for MANGO to extend its footprint in India through MYNTRA.COM. We believe this long term partnership will bring both MANGO and MYNTRA to a new level in the always exciting India fashion market. Our strong ties will be beneficial not only for fashion conscious woman in India but also for men and kids soon since we are planning to bring our other lines H.E. by Mango and MANGO KIDS during 2016."

Commenting on this partnership, Mr Ashutosh Lawania, co-founder, Myntra said, "As India's leading e-commerce platform, it made perfect sense to add MANGO to our existing international brand portfolio which represents style, quality and high fashion. We are thrilled to partner with this global high street fashion brand which already has a loyal fan following in India."

He further added, "With this association, fashion conscious consumers will soon be able to access the widest collection of the latest Autumn/Winter'16 styles from MANGO right at their doorstep."

MANGO is Spain's second largest exporter of women's fashion wear. Its concept is based on an alliance between a quality product, in accordance with the latest fashion trends, and an affordable price. The brand image is reinforced by its company-owned stores, which represent a calling card for the brand and create a dynamic image in accordance with the personality of its customers. MANGO currently has a total of 2,700 stores in 107 countries worldwide.

4. Rajnikant's movie, *Kabali*, has done business worth Rs 400 crore since its release on July 22. It was screened in 12000 outlets across the world including 3000 in China, besides being dubbed in Chinese, Malay and Japanese. Its pre-business deal at Rs 200 crore exceeded that realised by another grosser, *Bahubali*, at Rs 160 crore.

Write a business story while expanding on the information given above. (250 words)
(10 Marks)

OR

The Union government's acceptance of the Seventh Pay Commission report for its employees, coupled with a good monsoon, is set to boost the economy what with more money coming into the hands of the people. Especially, as the recommendations would now cost the government nearly Rs 84,000 crore in terms of higher salaries, arrears and payment of pension to its over 1 crore employees including retired personnel.

Write a business story detailing the impact of the two developments on the different sectors of the economy with emphasis on the auto, agriculture, real estate and consumer goods, to name but a few.
(250 Words) (10 Marks)