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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations –JANUARY 2025** |
| **Date:** 04 - 01- 2025 **Time:**01.00 pm – 04:00 pm |

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| **School:** SOMS | **Program:** BA Journalism and Mass Communication |
| **Course Code:** BAJ3014 | **Course Name:** MOJO- Mobile Journalism |
| **Semester**: III | **Max Marks**:100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **24** | **22** | **22** | **24** | **8** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 2marks. 10Q x 2M=20M** |
| **1** | Explain the concept of story sequencing in content creation. | **2 Marks** | **L2** | **CO3** |
| **2** | Discuss two major challenges in MoJo faced by journalist. | **2 Marks** | **L6** | **CO5** |
| **3** | How issue of authenticity is a major concern while presenting story in MoJo. | **2 Marks** | **L1** | **CO5** |
| **4** | List down two major applications used for editing in MoJo. | **2 Marks** | **L1** | **CO1** |
| **5** | What do you understand by the term live streaming in reporting? | **2 Marks** | **L1** | **CO4** |
| **6** | Define the term “Branding”. | **2 Marks** | **L1** | **CO2** |
| **7** | Define the Concept of defamation. | **2 Marks** | **L1** | **CO5** |
| **8** | Define PTC and explain why it is important. | **2 Marks** | **L1** | **CO4** |
| **9** | List two challenges faced while shooting with mobile phones. | **2 Marks** | **L1** | **CO1** |
| **10** | Outline two ethical aspects of Mobile journalism. | **2 Marks** | **L2** | **CO5** |

**Part B**

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| **Answer the Questions Total 80 Marks.** |
| **11.** | **a.** | Explain how mobile phones function as a ‘newsroom’ in the digital age, focusing on accessibility, immediacy, and cost-efficiency. | **20 Marks** | **L2** | **CO2** |
| **Or** |
| **12.** | **a.** | Evaluate how mobile journalism can replace traditional journalism in all aspects of news production. Provide reasons for your answer. | **20 Marks** | **L5** | **CO2** |
|  |  |  |  |  |  |
| **13.** | **a.** | Identify the core characteristics of mobile journalism. Analyze how these characteristics make it distinct from conventional journalism. | **20 Marks** | **L2** | **CO1** |
| **Or** |
| **14.** | **a.** | Identify and describe the three levels of multi-media reporting in Mobile Journalism. How do they contribute to effective storytelling? | **20 Marks** | **L3** | **CO1** |

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| **15.** | **a.** | Discuss the evolution of mobile journalism. How has mobile journalism transformed the way news is produced and consumed, and in what ways does it differ from the conventional methods of reporting? | **20 Marks** | **L6** | **CO3** |
| **Or** |
| **16.** | **a.** | Explain how mobile journalism has transformed traditional storytelling techniques in news reporting. | **20 Marks** | **L2** | **CO3** |

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| **17.** | **a.** | Critically assess the impact of technological advancements like AI editing tools on the authenticity of mobile journalism content | **20 Marks** | **L5** | **CO4** |
| **Or** |
| **18.** | **a.** | Analyze the significance of "Piece to Camera" (PTC) in mobile journalism and discuss how it contributes to audience engagement and credibility.  | **20 Marks** | **L4** | **CO4** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***