



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.												
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End - Term Examinations – MAY 2025

Date: 28-05-2025

Time: 01:00 pm – 04:00 pm

School: SOMS	Program: BA(JMC)	
Course Code: BAJ3017	Course Name: POLITICAL COMMUNICATION	
Semester: IV	Max Marks: 100	Weightage: 50%

CO – Levels	C01	C02	C03	C04	C05
Marks	24	24	24	28	-

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.

10Q x 2M=20M

1.	What was the significance of the Government of India Act, 1935 in shaping the Indian political system?	2 Marks	L2	C01
2.	Name any two key features of Indian democracy.	2 Marks	L2	C01
3.	What is political communication?	2 Marks	L2	C02
4.	Name one key importance of political communication in a democracy.	2 Marks	L2	C02
5.	What is the Agenda-Setting Theory in political communication?	2 Marks	L1	C03
6.	Define Framing Theory in the context of political messaging.	2 Marks	L1	C03
7.	What are the main phases of a political campaign?	2 Marks	L1	C04
8.	What is the purpose of an election manifesto?	2 Marks	L1	C04
9.	What are political rallies?	2 Marks	L2	C04
10.	What is digital campaign?	2 Marks	L2	C04

Part B

Answer the Questions.

Total Marks 80M

11.	a.	How did colonial rule shape the foundation of India's political institutions?	5 marks	L2	CO1
	b.	Relate the significance of the Indian Independence Act of 1947 in the transition to a democratic state.	7 marks	L3	CO1
	c.	In what ways did India's freedom struggle influence its democratic values and Constitution?	8 marks	L4	CO1
Or					
12.	a.	What is the role of the Constitution in establishing democratic governance in India	5 marks	L2	CO1
	b.	Relate to the strengths and limitations of universal adult suffrage in the Indian context.	7 marks	L3	CO1
	c.	How does the Indian democratic model address diversity and inclusion?	8 marks	L4	CO1

13.	a.	Outline political communication and explain its essential characteristics.	5 Marks	L2	CO2
	b.	Explain the scope of political communication in the context of digital democracy.	7 marks	L3	CO2
	c.	Demonstrate how effective political communication influence voter behavior in modern elections.	8 marks	L4	CO2
Or					
14.	a.	Explain the role of political communication in policy advocacy and public awareness.	5 Marks	L2	CO2
	b.	Explain how political communication contributes to accountability in governance?	7 marks	L3	CO2
	c.	Summarize and suggest ways to make political communication more inclusive and citizen centric.	8 marks	L4	CO2

15.	a.	Apply Agenda-Setting Theory and explain its significance in media and politics.	5 Marks	L2	CO3
	b.	Identify how agenda-setting influences public perception during election campaigns?	7 marks	L3	CO3

	c.	Identify the role of digital platforms in shifting traditional agenda-setting powers from mainstream media.	8 marks	L4	C03
Or					
16.	a.	Making use of Framing Theory, explain its application in political discourse.	5Marks	L2	C03
	b.	Construct positive and negative framing with examples from political campaigns.	7 marks	L3	C03
	c.	Develop the ethical concerns of using selective framing in democratic communication.	8 marks	L4	C03

17.	a.	Analyze the key stages involved in political campaign planning.	5 Marks	L2	C04
	b.	Analyze how campaign strategies differ between national and local elections.	7 marks	L3	C04
	c.	Examine ways in which technology can enhance campaign management and voter outreach.	8 marks	L4	C04
Or					
18.	a.	Examine political propaganda and its role in shaping electoral outcomes.	5 Marks	L2	C04
	b.	Analyze how propaganda tactics blur the line between persuasion and misinformation?	7 marks	L3	C04
	c.	Examine ethical guidelines to regulate the use of political propaganda in democratic societies.	8 marks	L4	C04