



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.														
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End - Term Examinations – MAY/ JUNE 2025

Date: 02-06-2025

Time: 01:00 pm – 04:00 pm

School: SOMS	Program: BAJMC	
Course Code: BAJ3041	Course Name: Data Journalism & Data Visualisation	
Semester: IV	Max Marks: 100	Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	20	20	20	40	-

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.	Classify different types of data journalism.	2 Marks	L2	CO1
2.	Compare traditional journalism with data journalism.	2 Marks	L2	CO1
3.	Explain the term 'data literacy' and its relevance to journalists.	2 Marks	L2	CO1
4.	Classify the sources of data as primary and secondary with examples.	2 Marks	L2	CO1
5.	Compare two data scraping and PDF data extraction methods.	2 Marks	L2	CO1
6.	Demonstrate the process of cleaning messy data using Open Refine in three steps.	2 Marks	L2	CO1
7.	Classify spreadsheet functions into basic and advanced categories using examples.	2 Marks	L2	CO1
8.	Explain how data storytelling is supported by visual elements.	2 Marks	L2	CO1
9.	Summarize the key ethical issues in data visualization.	2 Marks	L2	CO1
10.	Interpret the role of visual design choices in shaping audience understanding.	2 Marks	L2	CO1

Part B

Answer the Questions.

Total Marks 80M

11.	a.	Build an argument for why data journalism should be included in all newsrooms today. Support your answer with examples from Indian media.	20 Marks	L3	C03
Or					
12.	a.	Plan a complete data collection process for a story on climate change impacts in rural India. Include sources, methods, and verification steps.	20 Marks	L3	C03
13.	a.	Make use of data visualisation types to create a comparative graph of COVID-19 vaccination rates across Indian states. Describe how you will handle the data and what insights you would gain.	20 Marks	L3	C02
Or					
14.	a.	Identify the key ethical issues in visualizing data related to the COVID-19 pandemic. Use real data examples to show good and bad practices in visualization.	20 Marks	L3	C02
15.	a.	Draw an inference about the role of storytelling in data journalism. How does narrative structure influence how audiences interpret data?	20 Marks	L4	C04
Or					
16.	a.	Classify data collection tools based on their structure (structured, semi-structured, unstructured) and survey their effectiveness in journalistic investigations.	20 Marks	L4	C04
17.	a.	Simplify a complex dataset by explaining the process of cleaning and formatting it for visual storytelling. Use headings, sorting, and conditional formatting as examples.	20 Marks	L4	C04
Or					
18.	a.	Discover how journalists uncovered trends during the Electoral Bonds Scam using visual data analysis. What visual tools helped in revealing hidden financial patterns?	20 Marks	L4	C04