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PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – MAY 2025

Date: 20-05-2025

Time: 01:00 pm – 04:00 pm

School: SOL	Program: BA/BBA/B.COM- LLB	
Course Code: BAJ1024	Course Name: Media Psychology	
Semester: X	Max Marks: 100	Weightage: 50%

CO - Levels	C01	C02	C03	C04	C05
Marks	35	53	12		

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.	Define Media Psychology	2 Marks	L1	C01
2.	Explain Cultivation Theory in the context of media consumption.	2 Marks	L1	C01
3.	Define media literacy	2 Marks	L1	C02
4.	Describe one psychological principle used in advertising.	2 Marks	L1	C01
5.	What is the role of AI in modern media interactions?	2 Marks	L1	C02
6.	How does social media influence self-identity?	2 Marks	L2	C02
7.	Explain the concept of Social Learning Theory in media effects.	2 Marks	L2	C01
8.	What are the ethical challenges in media production?	2 Marks	L1	C03
9.	How does media affect emotional responses in audiences?	2 Marks	L2	C01
10.	What is audience segmentation in media psychology?	2 Marks	L1	C02

Part B

Answer the Questions.

Total Marks 80M

11.	a.	Explain the concept of cognitive dissonance theory.	10 Marks	L2	C01
	b.	Discuss one example of media's emotional impact.		L2	C01
Or					
12.	a.	Describe the scope of Media Psychology.	10 Marks	L2	C01
	b.	Explain how cultivation theory shapes perceptions.		L2	C01
13.	a.	Analyze the impact of social media on audience behavioral patterns.	10 Marks	L4	C02
	b.	Discuss the psychology of persuasion in advertising with examples.		L4	C02
Or					
14.	a.	Analyze the influence of social media on relationships and well-being.	10 Marks	L2	C02
	b.	Evaluate the role of media literacy in countering negative media effects.		L3	C02
15.	a.	Explain strategies for designing ethical media content for diverse audiences.	10 Marks	L3	C03
	b.	Describe how VR can be used to create positive media engagement.		L3	C03
Or					
16.	a.	Discuss emerging trends in media psychology, focusing on AI applications.	10 Marks	L3	C03
	b.	Discuss ethical considerations in creating persuasive media campaigns.		L4	C03
17.	a.	Analyze the impact of media on cognitive processes with reference to any psychological theory.	15 Marks	L2	C01
	b.	Explain how media influences cognition, citing one positive and one negative example.		L2	C01
Or					
18.	a.	Describe social learning theory and its relevance to media.	15 Marks	L2	C01
	b.	Discuss the emotional effects of media with examples.		L2	C01
19.	a.	Explain the role of Cialdini's persuasion principles in advertising.	15 Marks	L3	C02
	b.	Suggest a media campaign to promote mental health awareness using psychological principles.		L3	C02
Or					
20.	a.	Design a mock social media campaign targeting a specific audience segment, explaining psychological principles used.	15 Marks	L6	C02
	b.	Analyze the role of audience segmentation in creating effective media content.		L3	C02

21.	a.	Analyze the interplay between psychological persuasion in advertising and the impact of social media on interpersonal relationships.	20 Marks	L4	C02
	b.	Support your answer with theoretical frameworks and real-world examples.		L4	C02
Or					
22.	a.	Assess the role of media in behavioral addiction and discuss the psychological effects of viral media trends.	20 Marks	L4	C02
	b.	Support your answer with real-world examples.		L4	C02