Roll No											

PRESIDENCY UNIVERSITY

GAIN MORE KNOWLEDGE REACH GREATER HEIGHTS

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Odd Semester End Term Examination

Date: 09/12/2025 **Time:** 09.30 AM - 12.30 PM

Course Code: BAJ3014	**Course Name:** MOJO- Mobile Journalism	
Semester: III SEMESTER	**Max. Marks:** 100	**Weightage:** 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	20	20	45	45

Instructions:

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

Part A: Answer Following Questions. 30M

Qn.	Questions	M	CO	BT
1	Define the scope of mobile journalism.	5.0	CO1	BT1
2	State any two notable case studies of MOJO in India.	5.0	CO1	BT1
3	Explain how mobile phones integrate reporting, editing, and publishing into a single workflow.	5.0	CO2	BT2
4	Describe the essential factors that help build a strong news brand identity on social media.	5.0	CO2	BT2
5	Explain how user-generated content (UGC) can be effectively integrated into a mobile vlog to enhance its authenticity.	5.0	CO3	BT4
6	Explain in detail the complete process involved in creating a mobile news capsule using a smartphone.	5.0	CO4	BT6

Part B: Answer Any 5 Following Questions. 50M

Qn.	Questions	M	CO	BT
7	Recall the key features of mobile journalism that make it distinct from traditional journalism.	10.0	CO1	BT1
8	Explain how Mobile Journalism (MOJO) initiatives empower citizen reporting and assess their impact on traditional media.	10.0	CO2	BT2

9	Construct a storyboard applying sequencing rules for a three-minute mobile feature story.	**10.0**	**CO3**	**BT3**
10	Develop a 3 min podcast script on a topic of your choice using only mobile journalism tools. Write the steps.	**10.0**	**CO3**	**BT6**
11	Create a mobile editing workflow for assembling a 2-minute feature story.	**10.0**	**CO4**	**BT6**
12	Construct a plan for a mobile livestream setup suitable for covering community events.	**10.0**	**CO4**	**BT6**

Part C: Answer Any 1 Following Questions. 20M				
Qn.	**Questions**	**M**	**CO**	**BT**
13	Construct a multi-platform storytelling project (capsule + vlog + podcast), explaining each stage with the tools used.	**20.0**	**CO3**	**BT3**
14	Create a mobile storytelling project including script, and storyboard on a topic of social relevance.	**20.0**	**CO4**	**BT6**