Roll No											

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Bengaluru

Odd Semester End Term Examination

Date: 08/12/2025 **Time:** 09.30 AM - 12.30 PM

Course Code: MDS1200	**Course Name:** Fundamentals of Journalism	
Semester: I SEMESTER	**Max. Marks:** 100	**Weightage:** 50%

CO - Levels		CO1	CO2	CO3	CO4
Marks	0	30	40	45	40

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	Explain how yellow journalism affects media credibility.	5.0	CO3	BT2
2	Discuss the challenges faced by journalists in India today.	5.0	CO1	BT2
3	Explain why Raja Ram Mohan Roy was considered a pioneer of Indian journalism.	5.0	CO2	BT2
4	Explain the role of news agencies in ensuring the free flow of information in a democratic society	5.0	CO2	BT2
5	Determine the role of community journalism in rural development.	5.0	CO3	BT3
6	List any five qualities of a good journalist.	5.0	CO1	BT1

Part B: Answer Any 5 Following Questions. 50M

Qn.	Questions	M	CO	BT
7	Explain how media literacy can strengthen journalism and democracy in India.	10.0	CO4	BT4
8	Analyze how journalism differs from public relations, advertising, and propaganda in terms of purpose, ethics, and impact on society.	10.0	CO1	BT4
9	Discuss the impact of the Emergency (1975–77) on the functioning and freedom of the Indian press.	10.0	CO2	BT2

10	Explore the concept of yellow journalism and its impact on media credibility and democratic discourse.	**10.0**	**CO3**	**BT3**
11	Discuss the contribution of B.G. Tilak's newspapers Kesari and Mahratta to the nationalist movement.	**10.0**	**CO2**	**BT2**
12	Critically evaluate the influence of the CNN Effect on international diplomacy.	**10.0**	**CO4**	**BT5**

Part C: Answer Any 1 Following Questions. 20M				
Qn.	**Questions**	**M**	**CO**	**BT**
13	Analyze the ethical challenges posed by media trials in India and how they impact due process, judicial fairness, and public perception, citing relevant case examples.	**20.0**	**CO4**	**BT4**
14	Gonzo Journalism and Narrative Journalism often blur the line between fact and personal experience. Outline the ethical concerns associated with these styles of reporting in modern media.	**20.0**	**CO3**	**BT4**