Roll No.												

PRESIDENCY UNIVERSITY

BENGALURU

End Term Examinations – December 2025

Date: 05-12-2025 **Time:** 01:00pm – 04:00pm

School: COMMON TO ALL SCHOOL	**Program:** COMMON TO ALL PROGRAM	
Course Code: BAJ1031	**Course Name:** Indian polity & Media discourse	
Semester: OE	**Max Marks**:100	**Weightage**:50%

CO - Levels	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Marks	**20**	**30+10**	**40+10**		

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 5 marks. **6Q x 5M=30M**

1.	Evaluate the role of political parties in India, with special reference to coalition governments such as the NDA and UPA, and assess the major challenges faced by the Indian parliamentary system today.	**5 Marks**	**L5**	**CO1**
2.	Analyse the key features of Indian democracy and discuss how these features shape political participation and governance.	**5 Marks**	**L4**	**CO1**
3.	Examine the concept of fake news and briefly explain how political propaganda manipulates voter behaviour.	**5 Marks**	**L4**	**CO2**
4.	Describe how political satire shapes public opinion and identify its role in contemporary political communication.	**5 Marks**	**L5**	**CO2**
5.	Discuss the significance of election manifestos and identify the key characteristics of an effective surrogate speaker in political campaigns.	**5 Marks**	**L6**	**CO3**
6.	Explain the strategic use of political language and identify how it affects voter decision-making.	**5 Marks**	**L2**	**CO3**

Part B

Answer any 5 Questions. Each question carries 10 marks. **5Q x 10M=50M**

7.	Examine the structural and functional features of the Indian parliamentary system, comparing them with another established parliamentary democracy to highlight similarities and differences.	**10 Marks**	**L4**	**CO1**
8.	Evaluate the *Narrative Paradigm Theory*, discussing how storytelling is strategically used by political leaders to construct identity, credibility, and persuasion.	**10 Marks**	**L5**	**CO2**
9.	Analyse the application of *Game Theory* in political bargaining, coalition formation, and strategic decision-making in multiparty democracies.	**10 Marks**	**L4**	**CO2**
10.	Critically examine the strategic use of political language, focusing on rhetorical devices, symbolism, and emotional appeals in shaping public opinion.	**10 Marks**	**L5**	**CO2**
11.	Assess how social media contributes to political activism, highlighting key platforms, movements, and patterns of engagement.	**10 Marks**	**L5**	**CO3**
12.	Discuss the components of an effective digital campaign and examine the challenges associated with managing online political communication.	**10 Marks**	**L6**	**CO3**

Part C

Answer any 1 Question. Each question carries 20marks. **1Q x 20M=20M**

13.	Discuss the strategic importance of surrogate speakers, political rallies, and political surveys (including pre-election surveys) in influencing voter behaviour and campaign outcomes.	**20 Marks**	**L6**	**CO3**
14.	Critically evaluate contemporary approaches to campaign analysis, explaining how post-campaign reviews guide future political strategies, messaging, and organisational reforms.	**20 Marks**	**L5**	**CO3**