| Roll No. | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|

# PRESIDENCY UNIVERSITY

## BENGALURU

**End Term Examinations – December 2025**

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

| | | |
|---|---|---|
| **School:** SOL | **Program:** BCA, BBL, BAL, BCOM | |
| **Course Code:** BAJ1030 | **Course Name:** Media Literacy Education | |
| **Semester**: IX | **Max Marks**: 100 | **Weightage**: 50% |

| CO - Levels | CO1 | CO2 | CO3 | CO4 | CO5 |
|---|---|---|---|---|---|
| Marks | 25 | 25 | 50 | | |

**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.** | How is satire different from parody? Give suitable examples. | **5 Marks** | **L1** | **CO1** |
| **2.** | Recall the five elements of media literacy. | **5 Marks** | **L1** | **CO1** |
| **3.** | List the key characteristics of fake news with examples. | **5 Marks** | **L1** | **CO1** |
| **4.** | Interpret the relationship between satire and misinformation. | **5 Marks** | **L2** | **CO2** |
| **5.** | Discuss malinformation with an example from the Indian media. | **5 Marks** | **L2** | **CO2** |
| **6.** | Summarize the ways health information spreads in digital media. | **5 Marks** | **L2** | **CO2** |

## Part B

**Answer a total of five Questions.** **Total Marks 50M**

| | | | | |
|---|---|---|---|---|
| **7.** | Recall the ways in which media literacy empowers critical thinking and protects individuals from misinformation. | **10 Marks** | **L1** | **CO1** |
| | | | | |
| **8.** | Describe the concept of echo chambers and their role in reinforcing existing beliefs that contributes to the spread of information disorder in India. | **10 Marks** | **L2** | **CO2** |

| | | | | |
|---|---|---|---|---|
| **9.** | Plan a campaign on social media platform of your choice using metadata in debunking fake news. | **10 Marks** | **L3** | **CO3** |
| | | | | |
| **10.** | Utilizing any fact-checking portals (Alt News, BOOM Live, PIB Fact Check) write the steps to verify a viral rumour. | **10 Marks** | **L3** | **CO3** |

| | | | | |
|---|---|---|---|---|
| **11.** | Utilizing the concept of viral health misinformation, emphasize the reasons for reduced vaccination rates during COVID-19 in India. | **10 Marks** | **L3** | **CO3** |
| | | | | |
| **12.** | Make use of media literacy skills and analyze a prominent fake news in the Indian political scenario. | **10 Marks** | **L3** | **CO3** |

## Part C

**Answer any one Question.** **Total Marks 20M**

| | | | | |
|---|---|---|---|---|
| **13.** | Build a social media intervention to combat the rising communal riots in India. Take a recent case. | **20 Marks** | **L3** | **CO3** |
| | **Or** | | | |
| **14.** | Apply a standard fact-checking workflow to verify a viral claim circulating on social media about a recent political event in India. | **20 Marks** | **L3** | **CO3** |