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PRESIDENCY UNIVERSITY

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

Even Semester Mid Term, March 2026

Date: 10/03/2026

Time: 02:00 PM - 03:30 PM

Course Code: BSM2028

Course Name: Writing for Journalism

Semester: Sixth Semester

Max. Marks: 50

Weightage: 50%

CO - Levels	CO1	CO2
Marks	50	40

PART-A: Answer Following Questions. 10 M

Qn.No	Questions	M	CO	BT
1	Define 'Investigative Journalism'.	2	CO1	BT1
2	List five vernacular newspapers in India.	2	CO1	BT1
3	Identify the institution often referred to as the 'Fifth Pillar' of Indian democracy and state its primary function.	2	CO1	BT1
4	Identify India's first newspaper and state the year it was launched.	2	CO1	BT1
5	What is a 'Masthead' in a newspaper? Mention its typical location.	2	CO1	BT1

PART-B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
6	Classify the various types of journalism based on their key characteristics.	10	CO2	BT2
7	Examine how investigative journalism serves as a tool for social welfare in India. Use specific examples to support your answer.	10	CO2	BT3

PART-C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
8	Illustrate the significance of journalistic ethics in the Indian context. Support your answer with any two relevant examples.	10	CO2	BT3
9	Explain the major challenges of online journalism.	10	CO2	BT2

PART-D: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
10	Analyze the role of new media in transforming the audience behaviour and the way it has shifted attention away from traditional journalism, thereby reshaping media consumption patterns.	10	CO1	BT4
11	Explain any three benefits and limitations of online journalism in maintaining credibility and addressing misinformation.	10	CO1	BT2

PART-E: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
12	Describe how the fundamental principles of journalism, such as accuracy, impartiality, and accountability, contribute to the credibility of news reporting.	10	CO1	BT2
13	Describe the functional role of journalism as the primary source of public information. Use any two relevant examples to support your answer.	10	CO1	BT2