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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: 09:30 AM - 11:00 AM

Course Code: BAJ3041

Course Name: Data Journalism & Data Visualization

Semester: Fourth Semester

Max. Marks: 50

Weightage: 50%

| CO - Levels | CO1 | CO2 |
|-------------|-----|-----|
| Marks | 70 | 15 |

Part A: Answer Any 2 Following Questions. 10 M

| Qn.No | Questions | M | CO | BT |
|-------|-----------------------------------------------------------|---|-----|-----|
| 1 | Define data journalism. | 5 | CO1 | BT1 |
| 2 | Identify the scope and importance of data journalism. | 5 | CO1 | BT2 |
| 3 | Differentiate between primary and secondary data sources. | 5 | CO2 | BT2 |

Part B: Answer Any 2 Following Questions. 20 M

| Qn.No | Questions | M | CO | BT |
|-------|-----------------------------------------------------------------------------------|----|-----|-----|
| 4 | Describe the impact of data-driven storytelling. | 10 | CO1 | BT2 |
| 5 | Discuss the tools used for data collection with examples. | 10 | CO2 | BT2 |
| 6 | Explain the importance of data literacy for reporters in contemporary journalism. | 10 | CO1 | BT2 |

Part C: Answer Any 1 Following Questions. 20 M

| Qn.No | Questions | M | CO | BT |
|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-----|-----|
| 7 | .Discuss how data journalism contributes to accurate and evidence-based reporting in newsrooms, with reference to investigative journalism, fact-checking, and visual storytelling. | 20 | CO1 | BT2 |
| 8 | Discuss the essential skills required for a data journalist in the contemporary media environment. | 20 | CO1 | BT2 |