

Roll No



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: 11/03/2026

Time: 11:45 AM - 01:15 PM

Course Code: BAJ3043

Course Name: Media Literacy

Semester: Fourth Semester

Max. Marks: 50

Weightage: 50%

CO - Levels	CO1	CO2
Marks	46	44

Part A: Answer Any 2 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
1	Define Media Literacy.	25	CO1	BT1
2	List any four types of fake news	25	CO1	BT1
3	Differentiate between misinformation and disinformation.	25	CO2	BT2

Part B: Answer Any 2 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
6	Analyze the impact of social media manipulation tactics such as sock puppets, sealioning, and astroturfing on public opinion formation.	10	CO2	BT4
7	Analyze how filter bubbles and echo chambers contribute to polarization in digital societies. Provide examples.	10	CO2	BT4

Part C: Answer Any 1 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
8	Media literacy is essential for informed citizenship." Justify this statement with arguments and examples.	20	CO1	BT5
9	Critically analyze how biased or slanted news influences public opinion. Provide examples.	20	CO1	BT5