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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: BAJ1024**

**Course Name: Media Psychology**

**Semester: Fourth Semester**

**Max. Marks: 50**

**Weightage: 50%**

CO - Levels	CO1	CO2	CO3
Marks	5	35	45

### Part A: Answer Any 2 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
1	Explain Media Psychology and its scope.	5	CO2	BT2
2	Briefly explain Cultivation Theory.	5	CO1	BT2
3	Explain media literacy with different forms of information.	5	CO3	BT2

### Part B: Answer Any 2 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
4	Explain the relationship between human perception and media influence with suitable examples.	10	CO2	BT2
5	Explain audience segmentation and behavioural patterns in media consumption.	10	CO3	BT2
6	Discuss the importance of media literacy in combating misinformation.	10	CO3	BT6

### Part C: Answer Any 1 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
7	Critically examine Media Psychology and its scope in understanding media effects on individuals and society.	20	CO2	BT6
8	Analyze the role of media literacy in responsible media consumption and the influence of audience segmentation and behavioural patterns on media strategies.	20	CO3	BT4