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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: 12/03/2026

Time: 02:00 PM - 03:30 PM

Course Code: BAJ1025

Course Name: Creative Writing for Media

Semester: Tenth Semester

Max. Marks: 50

Weightage: 50%

CO - Levels	CO1	CO2
Marks	45	40

Part A: Answer Any 2 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
1	State the importance of Media Literacy.	5	CO1	BT1
2	Recall any five types of challenges faced by the Media at present.	5	CO1	BT1
3	Define Media as the "Fourth Estate".	5	CO1	BT1

Part B: Answer Any 2 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
4	Define the 7Cs of communication.	10	CO1	BT1
5	Identify the ways in which media usage and consumption has changed over the years.	10	CO1	BT1
6	State the influence of AI in media with examples.	10	CO1	BT1

Part C: Answer Any 1 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
7	Explain the Inverted Pyramid Structure of News Writing with suitable examples.	20	CO2	BT2
8	Discuss any four types of media writing, focusing on their characteristics, and impact along with suitable examples.	20	CO2	BT2