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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: 13/03/2026

Time: 11:45 AM - 01:15 PM

Course Code: BAJ3017	Course Name: Political communication	
Semester: Fourth Semester	Max. Marks: 50	Weightage: 50%

CO - Levels	CO1	CO2
Marks	50	35

Part A: Answer Any 2 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
1	Explain the historical background of the Indian political system.	5	CO1	BT2
2	List any five key features of Indian democracy.	5	CO1	BT1
3	Describe the key characteristics of political communication.	5	CO2	BT2

Part B: Answer Any 2 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
4	Describe the historical background and evolution of the Indian political system.	10	CO1	BT2
5	Examine the role of political parties in the Indian party system.	10	CO1	BT4
6	Discuss the relationship between mass media and political communication with suitable examples.	10	CO2	BT4

Part C: Answer Any 1 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
7	Critically examine the growth of coalition politics in India with reference to the governments of the National Democratic Alliance and the United Progressive Alliance.	20	CO1	BT6
8	Analyze the role of feedback in political communication and its significance in strengthening democratic processes.	20	CO2	BT4