



Even Semester End Term Examination, May / June 2026

Date: 15/05/2026

Time: 09.30 AM - 12.30 PM

Course Code: BAJ3041

Course Name: Data Journalism Data Visualization

Semester: Fourth Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	20	40	50	20

Part A: Answer Following Questions. 30 M

Qn.No	Questions	M	CO	BT
1	Explain the role of international data portals in supporting global journalism and contributing to reliable data sourcing.	5	CO2	BT2
2	Describe the process of cleaning messy datasets using OpenRefine and its importance in improving data accuracy and consistency.	5	CO3	BT2
3	Apply suitable graph types to represent different datasets based on the nature of data.	5	CO4	BT3
4	Explain the principles of design and colour in data visualization and their role in improving visual communication.	5	CO4	BT2
5	Apply advanced Google search techniques to identify credible data sources and enhance the efficiency of information retrieval.	5	CO2	BT3
6	Explain how Google Looker Studio can be used to create simple data stories and its role in enhancing data visualization.	5	CO3	BT2

Part B: Answer Any 5 Following Questions. 50 M

Qn.No	Questions	M	CO	BT
7	Analyze how data journalism has influenced newsroom operations and improved editorial decision-making in contemporary media organizations.	10	CO2	BT4
8	Analyze the ethical issues in data visualization and strategies to avoid misleading or inaccurate representation of data.	10	CO4	BT4
9	Explain the concept of data literacy and its significance for reporters in producing accurate and meaningful news stories in the digital era.	10	CO1	BT2

10	Discuss how data-driven storytelling influences audience engagement and understanding while strengthening journalistic practices.	10	CO2	BT2
11	Analyze the methods of data scraping and collecting data from websites and PDF documents for journalistic use.	10	CO2	BT4
12	Describe the evolving scope of data journalism in the digital media environment and its importance in improving accuracy, transparency, and credibility in news reporting.	10	CO1	BT2

Part C: Answer Any 1 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
13	Explain the structure and key elements of Microsoft Excel and how they support efficient data organization and analysis.	20	CO3	BT2
14	Discuss the role of basic Excel formulas in analyzing datasets and how they support interpretation of journalistic data.	20	CO3	BT2