



## Even Semester End Term Examinations, May/June 2026

**Date: 15/05/2026**

**Time: 09.30 AM - 12.30 PM**

**Course Code: BAJ1024**

**Course Name: Media Psychology**

**Semester: Tenth Semester**

**Max. Marks: 100**

**Weightage: 50%**

| CO - Levels | CO1 | CO2 | CO3 |
|-------------|-----|-----|-----|
| Marks       | 15  | 30  | 85  |

### Part A: Answer Following Questions. 30 M

| Qn.No | Questions                                                                                     | M | CO  | BT  |
|-------|-----------------------------------------------------------------------------------------------|---|-----|-----|
| 1     | Explain Media psychology and its scope in understanding media-human interaction.              | 5 | CO1 | BT2 |
| 2     | Classify the effects of media on emotion, cognition, and behaviour with suitable examples.    | 5 | CO2 | BT3 |
| 3     | Describe the impact of media on interpersonal relationships and psychological well-being.     | 5 | CO3 | BT2 |
| 4     | Examine how audience segmentation helps in understanding behavioural patterns of media users. | 5 | CO2 | BT4 |
| 5     | Identify the major ethical challenges faced in media production today.                        | 5 | CO3 | BT1 |
| 6     | List strategies for promoting positive and responsible media engagement among audiences.      | 5 | CO3 | BT1 |

### Part B: Answer Any 5 Following Questions. 50 M

| Qn.No | Questions                                                                                                                       | M  | CO  | BT  |
|-------|---------------------------------------------------------------------------------------------------------------------------------|----|-----|-----|
| 7     | Discuss the major psychological theories related to media consumption and their relevance in today's digital media environment. | 10 | CO1 | BT2 |
| 8     | Discuss the concept of media literacy and its significance in combating misinformation and media manipulation.                  | 10 | CO2 | BT3 |
| 9     | Explain the psychology behind advertising and persuasion, referring to techniques used to influence consumer decision-making.   | 10 | CO2 | BT2 |

|    |                                                                                                                                                   |    |     |     |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------|----|-----|-----|
| 10 | Analyse how media influences group behaviour and social norms in digital environments.                                                            | 10 | CO3 | BT4 |
| 11 | Analyse the importance of designing inclusive media content for diverse cultural and demographic audiences.                                       | 10 | CO3 | BT4 |
| 12 | Examine emerging trends such as Artificial Intelligence (AI) and Virtual Reality (VR) and their psychological implications for media interaction. | 10 | CO3 | BT4 |

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

| <b>Qn.No</b> | <b>Questions</b>                                                                                                                                      | <b>M</b> | <b>CO</b> | <b>BT</b> |
|--------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|-----------|
| 13           | Design policy measures using media psychology principles to promote responsible media use and reduce psychological harm in a media-saturated society. | 20       | CO3       | BT6       |
| 14           | Develop media literacy strategies to curb cyberbullying and protect users from internet predators.                                                    | 20       | CO3       | BT6       |