



Even Semester End Term Examination, May / June 2026

Date: 25/05/2026

Time: 09.30 AM - 12.30 PM

Course Code: BAJ3017

Course Name: Political communication

Semester: Fourth Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	20	20	25	65

Part A: Answer Following Questions. 30 M

Qn.No	Questions	M	CO	BT
1	Describe the nature and role of political parties in the party system in India.	5	CO1	BT1
2	Identify the major challenges faced by the Indian parliamentary system.	5	CO1	BT1
3	Explain the impact of mass media in political communication.	5	CO2	BT4
4	Explain the key causes of political polarization.	5	CO2	BT4
5	Write short notes on: Satire and Politics.	5	CO3	BT1
6	Explain the importance of Psephology as a vocation.	5	CO4	BT4

Part B: Answer Any 5 Following Questions. 50 M

Qn.No	Questions	M	CO	BT
7	Discuss the key features of Indian democracy and evaluate their significance in governance.	10	CO1	BT2
8	Evaluate the role of mass media in shaping political communication and public opinion.	10	CO2	BT5
9	Explain the significance of Agenda-setting theory in political communication.	10	CO3	BT4
10	Discuss the typologies in political communication and their practical relevance.	10	CO3	BT3
11	Explain the various tactics used in political campaign communication.	10	CO4	BT5

12	Analyze the key elements of a campaign and explain their importance with suitable examples.	10	CO4	BT4
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Part C: Answer Any 1 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
13	Create a political party with a name, logo, slogan and ten points for its election manifesto.	20	CO4	BT6
14	Evaluate the causes and consequences of election corruption with suitable examples.	20	CO4	BT5