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Bengaluru

Mid Term Examinations - October 2026

Date: 06/10/2026 **Time:** 02:00 PM - 03:30 PM

Course Code: MDS1204 **Course Name:** Introduction to Print Media

Semester: First Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2
Marks	25	60

Part A: Answer Any 2 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	Outline a few characteristics of Print Media.	5	CO1	BT1
2	Differentiate between Hard News and Soft News.	5	CO2	BT2
3	Summarise the structural organisation of the news media organisation.	5	CO2	BT2

Part B: Answer Any 2 Following Questions. 20 M

Q.N.	Questions	M	CO	BT
4	Describe the importance of fact-checking and ethics in reporting.	10	CO2	BT2
5	Explain any 5 terminologies used in print media	10	CO1	BT2
6	Briefly trace the evolution of media from print to digital platforms, highlighting the major stages in its development.	10	CO1	BT2

Part C: Answer Any 1 Following Questions. 20 M

Q.N.	Questions	M	CO	BT
7	You are an education beat reporter. Write a short news story on the recent school improvement campaign led by the Cockroach Janta Party (CJP).	20	CO2	BT1
8	Describe the different kinds and importance of news values.	20	CO2	BT2