Roll No: | | | | | | | | | | | |

PRESIDENCY UNIVERSITY

GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS

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

Mid Term Examinations - October 2026

Date: 07/10/2026 **Time:** 09:30 AM - 11:00 AM

Course Code: MDS2002 **Course Name:** Media Literacy

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

CO - Levels	CO1	CO2
Marks	45	40

Part A: Answer Any 2 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	Explain Propaganda as a form of misinformation.	5	CO1	BT2
2	Describe the role of media literacy in informed decision-making.	5	CO1	BT2
3	Explain Virality and its characteristics with suitable examples.	5	CO1	BT2

Part B: Answer Any 2 Following Questions. 20 M

Q.N.	Questions	M	CO	BT
4	Explain the key principles of Media Literacy with suitable examples.	10	CO1	BT2
5	Distinguish between Traditional Media Literacy and Digital Media Literacy with suitable examples.	10	CO1	BT2
6	Discuss the risks associated with satire being misinterpreted as real news, with suitable examples.	10	CO1	BT2

Part C: Answer Any 1 Following Questions. 20 M

Q.N.	Questions	M	CO	BT
7	Apply the Political Economy Theory to explain how algorithms, data, and advertising shape digital media environments, using suitable examples.	20	CO2	BT3
8	Apply the concept of malinformation to explain its impact on society, using suitable examples.	20	CO2	BT3