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Bengaluru

Mid Term Examinations - October 2026

Date: 05/10/2026 **Time:** 02:00 PM - 03:30 PM

Course Code: BAJ1030 **Course Name:** Media Literacy Education

Semester: Ninth 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	Define the key characteristics of Fake news.	5	CO1	BT1
2	List the features of Viral news.	5	CO1	BT1
3	Define Yellow journalism.	5	CO1	BT1

Part B: Answer Any 2 Following Questions. 20 M

Q.N.	Questions	M	CO	BT
4	Identify the roles played by the Influencers and public figures in driving virality with the suitable examples.	10	CO1	BT1
5	Explain the Propaganda Model and its importance with suitable examples.	10	CO1	BT2
6	Discuss the differences between viral news and verified news with suitable examples.	10	CO1	BT2

Part C: Answer Any 1 Following Questions. 20 M

Q.N.	Questions	M	CO	BT
7	Explain the major impacts of fake news on society. Support your answer with a suitable case study.	20	CO2	BT2
8	Discuss the risks associated with satire being misinterpreted as real news using suitable exmaples.	20	CO2	BT2