

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MEDIA STUDIES  
END TERM EXAMINATION - JUN 2023**

**Semester :** Semester IV - 2022 - 23 - BAJMC - 2021  
**Course Code :** BAJ3018  
**Course Name :** Sem IV - BAJ3018 - Data Journalism  
**Program :** BA Journalism and Mass Communication

**Date :** 16-JUN2023  
**Time :** 1.00PM-4.00PM  
**Max Marks :** 100  
**Weightage :** 50%

**Instructions:**

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

**PART A**

**ANSWER ALL THE QUESTIONS**

**(10 X 2 = 20M)**

1. What function is used to add the two numbers in Excel and explain how to add two numbers in excel?  
(CO3) [Knowledge]
2. How does data analysis contribute to storytelling in data visualization, explain?  
(CO4) [Knowledge]
3. How does data journalism contribute to storytelling?  
(CO2) [Knowledge]
4. Give example for data that can be represented using Pie chart?  
(CO4) [Knowledge]
5. The data collected by the researcher directly is known as?  
(CO5) [Knowledge]
6. Name the company that developed Excel?  
(CO3) [Knowledge]
7. Why is data journalism considered important in today's information-rich world?  
(CO1) [Knowledge]
8. What are some examples of output formats in data journalism?  
(CO1) [Knowledge]
9. Why is data-driven journalism considered the future?  
(CO2) [Knowledge]
10. Is it important to inform the interviewee the reason for collecting the data?  
(CO5) [Knowledge]

## PART B

### ANSWER ALL THE QUESTIONS

(8 X 5 = 40M)

11. What role does data journalism play in combating stereotypes and biases?  
(CO5) [Comprehension]
12. Explain briefly about microsoft excel and the advantages of using excel as a tool for data journalism.  
(CO3) [Comprehension]
13. Differentiate between Quantitative and Qualitative data.  
(CO2) [Comprehension]
14. Is it necessary to have a narrative in a Data journalism report.  
(CO1) [Comprehension]
15. Discuss the importance of visualisations in a Data journalistic report.  
(CO1) [Comprehension]
16. Enlist at least three data visualisation tools and briefly explain.  
(CO4) [Comprehension]
17. Enlist and Explain various primary data collection methods.  
(CO2) [Comprehension]
18. Enlist and Explain basic principles of data visualisation.  
(CO4) [Comprehension]

## PART C

### ANSWER ALL THE QUESTIONS

(2 X 20 = 40M)

19. Brené Brown once said, "Stories are just data with a soul". For centuries, journalists have affirmed this statement by combining data and interviews to create content that informs and inspires change. It is no surprise, then, that data journalism -- which transforms numbers into impactful graphics and enlightening narratives -- has become a popular medium for journalists, and ethical considerations in data journalism are no different from those in any other area of journalism. Explain the challenges of a Data journalist when it comes to the ethical aspect of an article.  
(CO5) [Application]
20. "In recent years, some of the most urgent and compelling stories on the planet have been data-driven journalism and investigative reporting. In 2016, for example, financial data gathered from the Panama Papers drove a swathe of investigative stories into global capital flows and tax avoidance. In 2019, satellite data exposed the all-too-human causes of the devastating fires in the Amazon rainforest. In all these reports data visualisations played an integral role." Discuss the above statement and illustrate why visualisations are important and an unavoidable part in reports these days.  
(CO4) [Application]