PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF MEDIA STUDIES
MID TERM EXAMINATION - APR 2023

Semester : Semester IV - 2022-23

Course Code : BAJ3018

Course Name : Sem IV - BAJ3018 - Data Journalism

Program : BAJ

Date : 15-APR-2023

Time : 9.30 AM - 11.00 AM

Max Marks : 50

Weightage : 25%

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 are some output formats for data journalism?
   a) Maps, videos, charts, written articles, and social media posts.   (CO1) [Knowledge]

   b) Podcasts, advertisements, press releases, and billboards.

   c) Emails, memos, surveys, and feedback forms.

   d) None of these

2. Why is strong written communication important in data journalism?
   a) It helps you gather accurate information   (CO1) [Knowledge]

   b) It enables you to use data science tools effectively

   c) It makes data easy to comprehend for readers

   d) It identifies inconsistencies in data

3. What can be the best definition for data journalism?
   a) A field of journalism that only relies on personal accounts for storytelling.   (CO1) [Knowledge]

   b) A field of journalism that analyzes and interprets various forms of data for storytelling.

   c) A field of journalism that focuses on creating meaningless infographics.

   d) None of these

4. What are some data science tools that a data-driven journalist may use?

    a) Excel   (CO1) [Knowledge]

    b) SQL

    c) Python

    d) All of the above

5. Which of the following is a component of data storytelling?

    a) Random data points.   (CO1) [Knowledge]

    b) Narratives and visualizations.

    c) Complicated jargon.

    d) None of the above

6. Which of the following best defines data?

    a) A random collection   (CO2) [Knowledge]

    b) a collection of facts, information, or statistics that can be analyzed or used to make decisions.

    c) A set of opinions and beliefs

    d) A collection of photographs

7. What is data collection?

    a) The process of gathering, measuring, and analyzing accurate data from a   (CO2) [Knowledge]
       variety of relevant sources to find answers to research problems

    b) The process of organizing data into a useful format for analysis

    c) The process of presenting data in a visually appealing way

    d) The process of making assumptions based on incomplete data

8. Which type of data represents characteristics or attributes?

    a) Quantitative data   (CO2) [Knowledge]

    b) Qualitative data

    c) Substantial data

    d) Abstract data

9. When is data considered information?

    a) When it is arranged in an organized form   (CO2) [Knowledge]

    b) When it is collected from a reliable source

    c) When it is presented in a graph or chart

    d) When it is personal opinions

10. Which narrative elements are used in data storytelling?

    a) Characters, setting, conflict, and resolution   (CO2) [Knowledge]

    b) Plot, theme, climax, and denouement

    c) Exposition, rising action, climax, falling action, and resolution

    d) Introduction, body, and conclusion

PART B

ANSWER ALL THE QUESTIONS   **(4 X 5 = 20M)**

11. Is it necessary to have a narrative in a Data journalsitc report.

                                                          (CO1) [Comprehension]

12. Data journalism is like a photo journalism with laptop. Comment on the statement.

      (CO1) [Comprehension]

13. Diffrentiate between Quantitative and Qualitative data.

      (CO2) [Comprehension]

14. Enlist and Explain various primary data collection methods.

      (CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION   (1 X 10 = 10M)

15. "Data journalism is an umbrella term that, to my mind, encompasses an ever-growing&set of tools, techniques, and approaches to storytelling." Do you agree? Discuss the above statement in detail.

      (CO1) [Application]