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BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – B.Sc.(MSJ)-Hons-2023
Course Name – Digital Journalism
Course Code - BMJ60117
(Semester VI)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) How is SEO best explained?
 - a) Paid advertising
 - b) Improving organic visibility
 - c) TV promotion
 - d) Print marketing
- (ii) Image optimisation improves SEO by using:
 - a) Large images
 - b) Alt text and reduced size
 - c) Decorative images
 - d) Stock photos only
- (iii) Use X (Twitter) primarily for which type of brand communication?
 - a) Long-form archived data
 - b) Direct brand-to-consumer dialogue
 - c) Printing brochures
 - d) Hosting webinars only
- (iv) Apply the "Shot on iPhone" impact to a brand strategy; what does it demonstrate?
 - a) Product capability
 - b) Cheap production
 - c) Lack of actors
 - d) Website speed
- (v) Use "Key Performance Indicators" (KPIs) to measure growth; which of these is a standard KPI?
 - a) Number of office employees
 - b) Reach and Impressions
 - c) The brand's color palette
 - d) The font used on the blog
- (vi) Digital journalism content is primarily consumed through _____.
 - a) Typewriters
 - b) Computers and smartphones
 - c) Printing machines
 - d) Radios only
- (vii) The digital news cycle is best described as:
 - a) Periodic
 - b) Continuous
 - c) Weekly
 - d) Monthly
- (viii) Digital platforms allow journalists to _____.
 - a) Avoid deadlines
 - b) Update stories continuously
 - c) Ignore verification
 - d) Reduce accuracy

- (ix) Online advertising placed alongside news content helps journalism by _____.
 - a) Generating revenue
 - b) Reducing credibility
 - c) Limiting access
 - d) Delaying publication
- (x) Collaborative journalism is best demonstrated when journalists _____.
 - a) Work individually
 - b) Share resources and data
 - c) Avoid teamwork
 - d) Compete internally
- (xi) Posting infographics on social platforms to explain data illustrates
 - a) Visual data storytelling
 - b) Feature writing
 - c) Broadcast reporting
 - d) Opinion journalism
- (xii) Social networking platforms help journalists mainly by _____.
 - a) Expanding audience reach
 - b) Limiting feedback
 - c) Reducing access
 - d) Increasing print sales
- (xiii) Digital reporting tools support? Identify.
 - a) Slow publishing
 - b) Real-time updates
 - c) Print layout
 - d) Manual editing
- (xiv) Vlogs and podcasts help journalists in _____.
 - a) Limiting reach
 - b) Humanizing stories
 - c) Reducing visuals
 - d) Avoiding narratives
- (xv) Digital journalism storytelling differs from traditional storytelling because it is _____.
 - a) Linear
 - b) Non-linear
 - c) Print-based
 - d) Fixed

Group-B

(Short Answer Type Questions)

 $3 \times 5 = 15$

2. Explain the concept of media convergence and its basic features. (3)
3. Write about any one online advertising technique to generate revenue for a digital news website. (3)
4. Describe the basic techniques of digital reporting. (3)
5. Explain why do newsrooms today rely on Content Management Systems (CMS) to efficiently create, manage, and update digital content? (3)
6. Analyse how digital journalism differs from traditional journalism in terms of content production. (3)

OR

Explain the concept of ephemeral content and discuss its significance in digital journalism. (3)

Group-C

(Long Answer Type Questions)

$$5 \times 6 = 30$$

7. Explain the differences between digital news portals, newspaper websites, and television news websites. (5)
8. Review social media's role in shaping public opinion through journalism. (5)
9. Describe the key characteristics of digital news writing. (5)
10. Outline the historical development of the World Wide Web and its relevance to journalism. (5)
11. Examine the structural features of a digital newsroom. (5)
12. Correlate media convergence with changes in news presentation formats. (5)

OR

Critique the long-term implications of digital transformation in journalism. (5)

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