

**PARUL UNIVERSITY**  
**FACULTY OF ARTS**  
**M.Arts Winter 2023 – 24 Examination**

**Semester: 3**  
**Subject Code: 15205225**  
**Subject Name: Data Journalism**

**Date: 09-12-2023**  
**Time: 02:00pm to 04:30pm**  
**Total Marks: 60**

**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1	Do as directed.				(08)	CO	PO	Bloom's Taxonomy
<b>A. Multiple choice type questions. (Each of 0.5 mark)</b>								
1. CAR in Data Journalism stands for ____.						1,2	1	Identifying
Computer Assisted Reporting		Communication and Analysis Resources	Content Analysis and Research	Communication Audience Research				
2. Data Journalism takes journalists and audiences from mere numeracy to ____ and beyond.						2	1	Identifying
Personal Opinion		Entertainment	Larger Picture	Sensationalism				
3. AI stands for ____.						2,3	1,2	Identifying
Automatic Inkblots		Algorithmic Interviews	Augmented Illuminati	Artificial Intelligence				
4. Computer Assisted Reporting has its origins in ____.						2,3	1,2	Identifying
1952		1953	1954	1955				
5. What is the Primary purpose of data visualization in Data Journalism?						3	1,2	Explaining
Make it Complex		Hide Information	Easy and accessible to audience	Reduce the need of Data Analysis				
6. There are ____ major types of Data in Data Journalism.						3	1,2	Explaining
One		Two	Three	Four				
7. ____ data is original in nature and is collected for the first time.						3,4	1,2	Identifying
Primary		Secondary	Nominal	Ordinal				
8. There always exists the issue of ____ in Data safety.						2	1,2	Inferring
Sharing		Accessibility	Storage	Security				
9. The concept of Post Truth is applicable across ____ domains.						2,3	2,4	Inferring
Business		Political & Social	Entertainment	Sports				
10. RTI stands for ____.						2		Inferring
Right to Information		Radical Time Interruption	Response to Intervene	Real Time Information			1,2	
11. ____ was the chief propagator of RTI in India.						2	1,2	Inferring
N Mukherjee		Dr. KM Munshi	Aruna Roy	N Madhava Rau				
12. RTI Act came into existence in the year ____.						2	2,4	Inferring
2003		2004	2005	2006				

13. There exists certain ____ data that will not be revealed to the public.					2	2,4	Inferring
Legislation and Regulations	Material Non-public Information	Crime and Safety Data	Economic and Market data				
14. The __ of Data is a tedious task.					3	2,4	Inferring
Filling the Gaps	Finding the Gaps	Creating the Gaps	Automation				
15. The full form of HTML is ____.					3	2,4	Inferring
Hyper Text Marking Linguistics	High Transition Mail Language	Hyper Text Markup Language	Huge Text Marking List				
16. GIF is ____.					1,3	2,4	Inferring
File name	File Format	Sharing detail	Data change detail				
<b>B. Terms/ Short notes/ Case study/ Charts/ Graphs/ Tables, etc. (Each of 01 mark)</b>				(07)			
1. Define the term 'Visualization.'					3	2,4	Explaining
2. Who are the target audience?					2,3	2,3	Explaining
3. Click baits.					2,3	2,3,4	Explaining
4. Keywords					2,3	2,3	Explaining
5. Coding					3,4	2,4	Explaining
6. SEM					3,4	2,4	Explaining
7. Web 3.0					3,4	2,4,5	Explaining
<b>Q.2 Answer the following.</b>							
A. Discuss the principles of Data Journalism.				(04)	4,5	1,2,3	Inferring
B. Write a brief note on Google Inc.				(04)	4,5	2,3	Writing
C. Why is it necessary to organize data?				(04)	3,4	2,4	Evaluating
<b>OR</b>							
C. Write a brief note on building applications.				(04)	5	2,5	Explaining
<b>Q.3 Answer the following.</b>							
A. Why is Data Journalism important?				(05)	1,2,3	2,5	Evaluating
B. How is Data collected by Private Organizations?				(05)	2,3	2,5	Explaining
C. List out the salient features of Adobe Premiere.				(05)	4	2,5	Explaining
<b>OR</b>							
C. Write a short note on search engine marketing.				(05)	2,3	2,3,5	Inferring
<b>Q.4</b>							
A. 'Data Privacy and Protection Bill is the need of the hour.' Comment.				(06)	2,3	2,5	Justifying
B. What is Data Segregation? Explain the various types of Segregation with suitable examples.				(06)	4,5	2,5	Explaining
C. Delineate the usage of infographics to disseminate information and data in an effective manner.				(06)	4,5	4,5	Justifying
<b>OR</b>							
C. How are fact-checking websites helpful for journalists and users?				(06)	3,4	3,4,5	Justifying