

QP CODE: D2BJM2502	(Pages: 2)	Reg. No :
		Name :
SECOND SEMESTER FYUGP EXAMINATION, APRIL 2026		
(Regular/Improvement/Supplementary)		
Discipline Specific Core (DSC) Courses - Minor		
JOU2MN104 : CONVERGENT JOURNALISM		
(Credits: 4)		
Time: 2 Hours	Maximum Marks: 70	
Section A		
Answer the following questions. Each carries 3 marks (Ceiling: 24 marks)		
1. What are the key characteristics of convergent journalism?	BL2	CO1, CO2
2. What are some monetisation strategies used in digital journalism?	BL2	CO1, CO2
3. Explain SEO	BL1	CO2, CO3, CO5, CO6
4. Define podcasting and its role in journalism.	BL1	CO2, CO4, CO5, CO6
5. List and describe any three tools used for online journalism.	BL2	CO2, CO4, CO5, CO6
6. What is transmedia storytelling?	BL2	CO2, CO3, CO5, CO6
7. List out the key factors that influence the dynamics of digital platforms.	BL2	CO1, CO2, CO3, CO5
8. What are the advantages of using social media for journalism?	BL2	CO1, CO2, CO4, CO5
9. How does augmented reality differ from virtual reality?	BL1	CO1, CO3, CO4
10. What are some tools used for creating interactive news content?	BL1	CO1, CO3, CO4
Section B		
Answer the following questions. Each carries 6 marks (Ceiling: 36 Marks)		
11. How is specialized news portals different from online newspapers?	BL2	CO1, CO2
12. Discuss the ethical dilemmas in social media journalism.	BL3	CO1, CO2
13. Evaluate the role of mobile apps in digital journalism.	BL2	CO3, CO4, CO5, CO6
(PTO)		

14.	Explain the significance of data visualization and infographics in presenting complex information.	BL2	CO2, CO3, CO4, CO6
15.	Discuss the challenges and opportunities of convergence in newsrooms.	BL1	CO1, CO2, CO3, CO4, CO5
16.	Evaluate the effectiveness of virtual reality in digital storytelling.	BL2	CO1, CO3, CO4
17.	How do AI-driven storytelling tools enhance journalism?	BL4	CO1, CO3, CO4
18.	The skills required for journalists have changed with the rise of converged newsrooms. Do you agree? Explain.	BL3	CO1, CO3, CO4
Section C			
Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)			
19.	Analyze the importance of multimedia storytelling in modern journalism. Provide examples of effective multimedia news presentations.	BL4	CO1, CO2
20.	Analyze the challenges and solutions in building a strong online presence for journalists.	BL4	CO1, CO2, CO3, CO4, CO5
CO : Course Outcome			
BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)			