K24P 3051

Reg. No. : ....

Name : ....

III Semester M.A. Degree (C.B.C.S.S. – OBE-Regular)
Examination, October 2024
(2023 Admission)
JOURNALISM AND MASS COMMUNICATION
MAJMC03C 11 : Data Journalism and Digital Marketing

Time : 3 Hours

Max. Marks : 60

I. Write short notes on **any five** of the following. **Each** answer carries **three** marks. (5×3=15)

1) Web Crawling.

2) Metadata.

3) NLP.

4) Data Sources for Journalists.

5) CTA.

6) Social Media Metrics.

II. Write about essays on **any three** of the following. **Each** answer carries **six** marks. (3×6=18)

7) Describe the significance of data analysis in journalistic storytelling.

8) How do open data resources aid in creating transparency in journalism ? Give examples.

9) Explain the role of SEO in digital journalism and how it impacts online visibility.

10) Discuss the benefits of using social media platforms for audience engagement in news organisations.

11) Explain the concept of content distribution in digital marketing and its importance for news media.

III. Write long essays on **any three** of the following. **Each** answer carries nine marks. (3×9=27)

12) Analyse the current trends in data journalism and their impact on news reporting. Provide case studies to support your answer.

13) Discuss the importance of maintaining accuracy and credibility in data journalism. What methods can be used to verify data sources ?

14) Critically evaluate the role of digital marketing in enhancing the revenue streams of media organisations.

15) Describe the process of using data visualisation software to create interactive storytelling. Discuss how this impacts user experience.

16) Explain the challenges of building and managing online communities for news organisations. Provide strategies for effective management.

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