

Reg.No :

Name :

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
MGU-BBA (HONOURS) REGULAR/IMPROVEMENT/REAPPEARANCE
EXAMINATION APRIL 2026
SECOND SEMESTER
Multi Disciplinary Elective (MDE) - MG2MDEBBA100 - MEDIA LITERACY AND
CRITICAL THINKING
(2024 ADMISSION ONWARDS)

Duration: 1 Hours**Maximum Marks: 35**

Remember(K), Understand(U), Apply(A), Analyse(An), Evaluate(E), Create(C), Skill(S), Interest(I)
and Appreciation(Ap)

Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.

Part A

Multiple Choice Questions

Answer all questions

Each question carries 1 marks

1. What is the role of the Central Board of Film Certification (CBFC)? [K] / [CO1]
a). It regulates internet content in India b). It provides licenses for radio stations c). It reviews and certifies films for public screening d). It regulates news broadcasting
2. What does bias in media mean? [K] / [CO1]
a). The objective presentation of all viewpoints b). The presence of personal or organizational opinions in media content c). The complete absence of opinions in media messages d). The use of only statistical data in news reporting
3. How does media help in shaping public opinion? [U] / [CO1]
a). By providing selective information b). By forcing people to adopt c). By limiting access to global d). By avoiding discussions on

- and framing specific views news important issues
narratives
4. What role does artificial intelligence (AI) play in digital media? [U] / [CO1]
- a). AI helps personalize content recommendations for users b). AI prevents digital media from functioning c). AI is only used in traditional newspapers d). AI has no role in digital media
5. Which policy aims to integrate digital literacy in Indian education? [U] / [CO1]
- a). Right to Education Act b). National Education Policy (NEP) 2020 c). Companies Act 2013 d). Indian Penal Code
6. How does fake news impact society? [U] / [CO1]
- a). It strengthens democracy by providing accurate information b). It spreads misinformation, manipulates opinions, and creates social unrest c). It helps people develop critical thinking skills d). It has no effect on public perception
7. Which was the first private television channel in India? [K] / [CO1]
- a). Zee TV b). Star Plus c). Sony Entertainment Television d). NDTV
8. A radio station wants to increase listener engagement. What is the best strategy for achieving this? [A] / [CO2]
- a). Hosting live call-in shows and interactive discussions b). Avoiding listener participation and sticking to scripted content c). Playing only music without any spoken content d). Removing advertisements to prevent any external influence
9. What is a common racial stereotype in media? [U] / [CO2]
- a). Assigning specific behaviors or traits to a racial group without considering individuality b). Accurately representing the diversity within racial communities c). Avoiding any cultural representation in media d). Giving equal screen time to all racial groups
10. Which section of a newspaper contains opinions and viewpoints? [K] / [CO2]
- a). Editorial section

- b). Classified ads
 - c). Sports section
 - d). Business section
11. Which of the following is an example of a symbol in media? [K] / [CO2]
- a). A heart shape representing love
 - b). A random set of letters with no meaning
 - c). A blank piece of paper
 - d). A word written in an unknown language
12. How do media narratives influence public perception? [K] / [CO2]
- a). By shaping how people interpret and understand events
 - b). By providing only factual data without interpretation
 - c). By preventing audiences from engaging with content
 - d). By removing emotions from storytelling
13. What is the role of hashtags on social media? [U] / [CO2]
- a). To categorize content and make it easier to find relevant topics
 - b). To replace traditional news headlines
 - c). To remove posts from public view
 - d). To limit discussions on certain topics
14. What role does social media play in shaping public perception? [U] / [CO2]
- a). It prevents individuals from sharing their views
 - b). It only serves as a private communication tool
 - c). It spreads information quickly, influencing opinions and trends in real-time
 - d). It has no impact on people's opinions or beliefs
15. Which element of visual media refers to the arrangement of elements within an image? [K] / [CO2]
- a). Typography
 - b). Composition
 - c). Sound design
 - d). Motion graphics

16. What role do codes and conventions play in media texts? [K] / [CO2]
- a). They provide structure and help audiences understand the message more easily b). They make media texts more confusing
- c). They remove creativity from media production d). They have no effect on media communication
17. Why is transparency crucial in media? [K] / [CO2]
- a). It makes sure that only entertainment-based content is promoted b). It prevents people from questioning the news
- c). It ensures that audiences can trust the sources of information they consume d). It allows media organizations to manipulate audiences more effectively
18. What is clickbait? [K] / [CO3]
- a). Sensationalized headlines designed to attract attention and generate clicks b). A reliable way to get accurate information c). An official fact-checking tool d). A strategy used to block online ads
19. In print media, what is the final step in the production process? [K] / [CO3]
- a). Printing and distribution b). Content writing
- c). Advertising selection d). Audience research
20. What is the primary goal of personalized content on social media? [U] / [CO3]
- a). To keep users engaged by showing content they are most likely to interact with b). To expose users to as many diverse opinions as possible c). To promote only educational content d). To block users from accessing entertainment
21. What is one major concern regarding media monopolies in India? [U] / [CO3]
- a). A few large corporations controlling most of the media can reduce journalistic independence b). It ensures fair and balanced news coverage
- c). It makes media content completely free of advertisements d). It increases government control over all private news agencies
22. What is the purpose of media distribution channels? [U] / [CO3]

- a). To ensure content reaches the target audience effectively b). To restrict media access to only specific locations
- c). To prevent new media formats from emerging d). To regulate the ownership of media companies
23. What is the primary function of the Press Council of India (PCI)? [K] / [CO3]
- a). To uphold journalistic ethics and freedom of the press b). To regulate internet content and social media
- c). To issue licenses to television channels d). To control advertisements on radio
24. How can corporate ownership affect news reporting? [U] / [CO3]
- a). News may be influenced to serve corporate interests b). Corporate ownership always ensures unbiased reporting
- c). It prevents advertisements from affecting journalism d). It has no impact on the content produced by news agencies
25. What role does investigative journalism play in fact-checking? [K] / [CO3]
- a). It uncovers hidden or manipulated information to provide accurate reporting b). It spreads fake news and misinformation c). It only focuses on entertainment content d). It prevents journalists from reporting factual news
26. What is objectivity in journalism? [K] / [CO3]
- a). Reporting news in a fair, balanced, and unbiased manner b). Supporting a particular political party in news coverage c). Only reporting news that favors the government d). Ignoring facts to create a more engaging story
27. Which factor influences how an individual interprets media content? [K] / [CO3]
- a). Cultural background b). The number of advertisements in the content c). The time of day the content is released d). The amount of money spent on production
28. What is fair use in copyright law? [K] / [CO4]
- a). Limited use of copyrighted material without permission for purposes like education and criticism b). The right to copy any content freely c). A law that applies only to movies d). A term for unrestricted media access
29. What is one of the key ethical challenges in modern media? [U] / [CO4]

- a). The spread of fake news and misinformation b). The increase in digital media platforms c). The availability of free media content d). The use of advertisements in newspapers

30. Why do media ethics vary across different societies?

[K] / [CO4]

- a). Cultural values and political systems shape ethical standards b). All countries follow the same media ethics code c). Ethics are determined solely by international organizations d). Media ethics are never influenced by society

31. Which organization ensures press freedom and ethical journalism in India?

[U] / [CO4]

- a). Press Council of India b). Reserve Bank of India c). Election Commission of India d). Indian Medical Association

32. What does media accountability mean?

[U] / [CO4]

- a). Taking responsibility for errors and ethical violations in reporting b). Ignoring feedback from the audience c). Publishing unverified and misleading information d). Avoiding transparency in media practices

33. Which organization regulates broadcasting in the United States?

[K] / [CO4]

- a). Federal Communications Commission (FCC) b). Press Council of India (PCI) c). TRAI (Telecom Regulatory Authority of India) d). United Nations

34. What is sensationalism in media?

[K] / [CO4]

- a). The practice of exaggerating or distorting news to attract attention b). The responsible reporting of news with verified facts c). A type of investigative journalism d). A way to ensure all perspectives are covered

35. Which of the following is a major factor in the spread of fake news online?

[U] / [CO4]

- a). The use of algorithms that prioritize engagement over accuracy b). Strict regulations that prevent misinformation c). The lack of social media users d). The fact that only credible sources publish news online

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a). It strengthens b). It spreads c). It helps people d). It has no
democracy by misinformation, manipulates develop critical effect on
providing accurate opinions, and creates social thinking skills public
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3. What does media accountability mean? [U] / [CO4]
a). Taking responsibility b). Ignoring c). Publishing d). Avoiding
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