

Reg.No : .....

Name : .....

**MAHATMA GANDHI UNIVERSITY, KOTTAYAM  
MGU-BBA(Honours) REGULAR EXAMINATION MARCH 2025  
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 primary difference between misinformation and disinformation? [U] / [CO1]

a).Misinformation b).Misinformation c).Misinformation d). There is no  
is false is always spread is more harmful difference  
information online, while than between the  
spread without disinformation disinformation two  
intent to deceive, appears in  
while newspapers  
disinformation is  
deliberately  
misleading

2. What is an important question to ask when analyzing a media message? [K] / [CO1]

- a). Who created this message and why?      b). Should I believe everything I see online?      c). Is this message entertaining?      d). Does this message have bright colors?

3. Which of the following is an example of critical thinking in media analysis? [K] / [CO1]

- a). Sharing news articles without verifying their sources      b). Accepting all news headlines as factual      c). Fact-checking a news article before believing or sharing it      d). Ignoring news reports altogether

4. What is the role of the Cable Television Networks (Regulation) Act, 1995? [K] / [CO1]

- a). It regulates and monitors cable TV content in India      b). It promotes foreign investments in Indian media      c). It provides rules for digital newspapers      d). It regulates the production of films

5. Which organization manages India's public television broadcasting? [K] / [CO1]

- a). All India Radio      b). Press Trust of India      c). Doordarshan      d). Zee TV

6. What is the significance of media representation in literacy? [U] / [CO1]

- a). It shows how different groups are portrayed in media      b). It ensures all media content is identical      c). It has no impact on social perceptions      d). It makes media messages less persuasive

7. How does media influence democracy? [U] / [CO1]

- a). By controlling election outcomes      b). By providing information to citizens and encouraging public debate      c). By preventing people from voting      d). By only promoting entertainment programs

8. Why is it important to analyze media texts critically? [K] / [CO2]

- a). To identify hidden messages, biases, and the influence of media on public perception      b). To memorize all media content

- c). To accept all media messages without question      d). To avoid engaging with media content

9. What is an example of an occupational stereotype in media? [U] / [CO2]

- a). Showing only men as doctors and engineers while portraying women as nurses and teachers      b). Representing people based on their skills rather than their gender
- c). Providing equal opportunities for all professions in media representation      d). Highlighting a variety of careers regardless of social identity

10. What is a major advantage of print media over digital media? [U] / [CO2]

- a). It does not require internet access to be read
- b). It is always updated in real-time
- c). It is the only reliable form of news
- d). It allows instant global communication

11. How do websites contribute to digital media communication? [U] / [CO2]

- a). By providing structured information, resources, and interactive content
- b). By replacing all physical books
- c). By preventing public discussions on important topics
- d). By allowing only government-approved content

12. What is semiotics? [K] / [CO2]

- a). The study of numbers and their meanings
- b). The study of signs, symbols, and their meanings in communication
- c). The study of human anatomy
- d). The study of digital technology

13. What is media framing? [K] / [CO2]

- a). The process of selecting and emphasizing certain aspects of a story to shape audience perception

- b). A decorative border around television screens
- c). The study of how cameras are physically positioned in newsrooms
- d). A technique used only in animated films

14. What is the rule of thirds in image composition? [K] / [CO2]

- a). A guideline that divides an image into nine equal parts to create a balanced composition
- b). A rule that limits the number of elements in a picture to three
- c). A mathematical formula for creating color palettes
- d). A principle that states that only three colors should be used in an image

15. How has radio remained relevant in the digital age? [U] / [CO2]

- a). By evolving through online streaming, podcasts, and digital radio services
- b). By avoiding new technologies
- c). By stopping the production of new radio content
- d). By only broadcasting in rural areas

16. 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

17. Why is responsible media consumption necessary? [K] / [CO2]

- a). It ensures that people only follow one media source
- b). It promotes accepting all information without verification
- c). It discourages media engagement completely
- d). It helps individuals critically evaluate information and avoid misinformation

18. 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

19. 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

20. What is a social media algorithm? [K] / [CO3]

- a). A set of rules used by platforms to decide what content users see
- b). A tool used to block all advertisements
- c). A system that ensures all users see the same content
- d). A type of software that removes fake news

21. Which of the following is an impact of globalization on media distribution? [U] / [CO3]

- a). Increased accessibility to international media content
- b). Reduced interaction between different cultures
- c). Decreased availability of foreign media content
- d). Elimination of digital distribution platforms

22. What is media ownership? [U] / [CO3]

- a). The control and management of media organizations by individuals, corporations, or the government
- b). The process of creating media content
- c). The act of consuming media content
- d). The regulation of media content by audiences

23. What is an example of audience segmentation in media? [K] / [CO3]

- a). Dividing viewers based on age, gender, and interests
- b). Showing the same content to all audiences equally
- c). Broadcasting only government-approved content
- d). Creating content that ignores audience preferences

24. 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
25. What is the role of the Ministry of Information & Broadcasting (MIB) in India? [K] / [CO3]
- a). To regulate and oversee the media and entertainment industry  
 b). To manage India's stock market operations  
 c). To conduct elections in the country  
 d). To control internet service providers
26. Which of the following best describes the difference between traditional and digital media production? [U] / [CO3]
- a). Digital media allows for interactive and real-time content updates, whereas traditional media is static  
 b). Traditional media can be easily modified, while digital media cannot  
 c). Traditional media is always free to access, while digital media is paid  
 d). Digital media does not require planning and editing
27. Why is it important to recognize bias in media? [K] / [CO3]
- a). To understand different perspectives and make informed decisions  
 b). To blindly follow one viewpoint without question  
 c). To avoid reading the news altogether  
 d). To ensure that only government news is consumed
28. What is informed consent in media ethics? [U] / [CO4]
- a). Obtaining permission before collecting or publishing personal information  
 b). Publishing private information without notifying the individual  
 c). Using hidden cameras to expose private details  
 d). Ignoring ethical considerations when reporting

29. What is a key ethical challenge when reporting on sensitive topics? [K] / [CO4]
- a). Avoiding harm while ensuring the public stays informed  
 b). Ignoring facts to protect certain individuals  
 c). Only reporting positive news  
 d). Publishing news without verifying sources
30. What is the role of media self-regulation? [U] / [CO4]
- a). To encourage media organisations to follow ethical guidelines voluntarily  
 b). To completely eliminate government regulations  
 c). To promote unverified content for audience engagement  
 d). To make media entertainment-focused
31. Which of the following is a successful example of media self-regulation? [U] / [CO4]
- a). The BBC Editorial Guidelines, ensuring fair reporting in the UK  
 b). Government-controlled media content in North Korea  
 c). Social media platforms ignoring misinformation  
 d). Journalists refusing to fact-check their reports
32. What is media propaganda? [K] / [CO4]
- a). The use of biased or misleading information to influence public opinion  
 b). The neutral reporting of facts in media  
 c). The regulation of ethical journalism worldwide  
 d). The removal of all political content from the media
33. Why are there legal restrictions on freedom of expression? [U] / [CO4]
- a). To prevent hate speech, defamation, and threats to public order  
 b). To completely control media content  
 c). To allow only positive news to be published  
 d). To promote government propaganda
34. Which of the following organisations focuses on international media freedom and standards? [K] / [CO4]
- a). UNESCO (United Nations)  
 b). TRAI (Telecom)  
 c). FCC (Federal Communications)  
 d). Ofcom

Educational, Regulatory Commission)  
Scientific and Authority of  
Cultural India)  
Organization)

35. Why is media literacy becoming more important for future media consumption?

[U] / [CO4]

- a). To help audiences critically analyze and verify information  
b). To encourage unfiltered acceptance of all media content  
c). To restrict people from using digital media  
d). To eliminate independent journalism

[1x35 = 35]

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Answer all questions

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- a). Misinformation is false information spread without intent to deceive, while disinformation is deliberately misleading
- b). Misinformation is always spread online, while disinformation appears in newspapers
- c). Misinformation is more harmful than disinformation
- d). There is no difference between the two

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