

C 41880

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Name.....

Reg. No.....

**FOURTH SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, APRIL 2023**

(CBCSS)

Journalism and Mass Communication

MCJ 4E 01—DATA JOURNALISM

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

**Section A**

*Answer any four questions.  
Each question carries 2 weightage.*

1. What is visual storytelling ?
2. Write a note on MS Excel.
3. List any *two* functions in MS Excel with its syntax.
4. Why are pie-charts used ?
5. What are line charts ?
6. What is aclosed data format ?
7. Define Hypothesis.

(4 × 2 = 8 weightage)

**Section B**

*Answer any four questions.  
Each question carries 3 weightage.*

8. Illustrate different kinds of bar charts.
9. Briefly explain the importance of timeline infographics with examples.
10. Briefly explain the ways to acquire data online.
11. Briefly explain the ethics involved in data visualization.
12. Explain the business model of data journalism.

**Turn over**

13. Briefly explain the importance of collaborative journalism.
14. Briefly explain map theory.

(4 × 3 = 12 weightage)

### Section C

*Answer any two questions.  
Each question carries 5 weightage.*

15. Explain the significance and uses of data journalism.
16. What are editorial infographics ? Differentiate between static infographics and dynamic infographics.
17. Explain the methods of data processing and visualization.
18. Elucidate with examples how data is used in developing news stories.

(2 × 5 = 10 weightage)