Program:	**T.Y.BAMMC**	**Semester:**	**V**	**Program Code:**	**UGMMC01**
Course:	**Mobile Journalism and New Media**			**Course Code:**	**NUMM504**
Duration:	**2 Hours**	**Examination Pattern:**	**NEP-Autonomous External**	**Max. Marks:**	**60**

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. CO (Course Outcome), KL (Knowledge Level).

Examination:

REGULAR

Q. 1		**Case Study**	**[15]**	**CO's**	**KL's**
		A regional newspaper in Satara, Maharashtra, is planning to launch a mobile-first news platform to reach young audiences in the district. The management wants to create engaging, credible, and interactive news content using smartphones and social media. As a mobile journalism consultant, help the organization plan its transition.			
	(a)	Design a mobile journalism strategy that can effectively help the organization reach and engage young audiences	**(5)**	**CO2, CO3, CO4**	**L6**
	(b)	Develop an integrated plan for mobile reporting, content creation, and audience engagement to enhance the effectiveness of the platform..	**(5)**		
	(c)	Formulate a mobile analytics and news product development framework to improve the platform's performance, user experience, and audience retention..	**(5)**		
Q. 2		**Attempt either A and B or C and D from the following:**	**[15]**	**CO's**	**KL's**
	(a)	Explain how mobile journalism has transformed news production and distribution compared to traditional journalism.	**(8)**	**CO1**	**L2**
	(b)	Apply the seven basic steps of mobile reporting to a digital journalism scenario and explain their significance in producing an effective news report.	**(7)**	**CO2**	**L3**
		OR			
	(c)	Evaluate the role of verification, authenticity, and ethics in preventing the spread of fake news.	**(8)**	**CO4**	**L5**

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	(d)	Analyze how mobile analytics, audience behaviour, and social listening can be used by digital news platforms to identify audience preferences and improve the relevance and engagement of news content.	(7)	CO3	L4
Q. 3		**Attempt either A or 5 from the following:**	[15]	CO's	KL's
	(a)	Discuss the complete news workflow in mobile journalism with suitable examples.		CO2	L2
		OR			
	(b)	Evaluate the impact of emerging technologies such as Glass Journalism, wearable devices, and M-Learning on the future of journalism..		CO4	L5
Q. 4		**Short Notes (any three out of five) (5 marks each)**	[15]	CO's	KL's
	(a)	Mobile Newsroom		CO1	L1
	(b)	Mobile Analytics		CO3	L1
	(c)	M-Learning		CO1	L1
	(d)	Fake News		CO4	L1
	(e)	Crowd sourcing in Journalism		CO3	L1

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