



# SOMAIYA

## VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

### QUESTION PAPERS

<b>BRANCH: Bachelor of Arts (Mass Communication &amp; Journalism) – BAMCJ (HONS)</b>	<b>SEM: V</b>
	<b>OCT/NOV-2023</b>

Sr. No.	Subject	Available
1.	131U08C502 – Professional Ethics	
2.	131U08V505 – Data Journalism	
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		



LIBRARY



**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

Semester V (July 2023 to Oct 2023)			
Examination: End Semester Examination Oct/Nov 2023 (UG Programmes)			
Programme code: 08		Class: TY AD	Semester: V
Programme: BA MCJ(H)			
Name of the Constituent College: S K SOMAIYA COLLEGE		Name of the Department MASS COMMUNICATION	
Course Code: 131U08C502	Name of the Course: PROFESSIONAL ETHICS		
Duration : 2 Hrs.	Maximum Marks : 60		
Instructions: Answer all questions. 2) Follow the instructions.			

Question No.	Question 1 Case study is compulsory.	Max. Marks	Co Attainment
Q.1	Case study- "Impact of Advertising on body image and self-esteem, particularly for children and young adults is immense". Analyse the statement with 2 examples each as a case study.	15m	
Q.2	A) Examine with 2 examples how companies balance the need to sell their products with ethical responsibility to not deceive or mislead consumers?  OR  B) Evaluate the following principles of Code of Ethics- give an example each  i) comparison ii) bait advertising iii) price claims.	15 m	
Q 3	A) Explain the terms - Morals, Ethics and Values with 3 suitable examples each.  OR  B) Discuss with examples the ethical standards of Advertising.	15 m	
Q.4	Answer any 3 out of 5- i) Explain any 2 Personal Ethics ii) Speak the truth/ do not lie. iii) Universal value-Love iv) Empathy- a higher degree of knowledge. v) Treat others the way you want yourself to be treated.	3*5m – 15m	





**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

Semester (July 2023 to October 2023)		
Examination: End Semester Examination October 2023 (UG Programme)		
Programme code: 08 Programme: BMCJ (Hon.)	Class: TY	Semester: V
Name of the Constituent College: SK SOMAIYA COLLEGE, SVU	Name of the Department: MASS COMMUNICATION	
Course Code: 131U08V505	Name of the Course: DATA JOURNALISM	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks
Q.1	Explain the 'Afghan war leaks' story from a data Journalism Perspective	15
Q2.a	What are the different stages in developing in Data-driven story	15
OR		
Q2.b	Explain the 'Panama papers' story via the lens of data journalism	15
Q3.a	Based on the data tables below. 1. Interpret the data to list all of the possible significant developing trends. 2. Explain the type(s) of graphs you would use to illustrate the important trends discovered, along with your justifications. 3. Give your data story an appropriate headline.	15

	<b>DATA TABLE 1</b>		<b>Total Labour Force(% of Population)</b>			
	<b>State</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	
	Maharashtra	56	47	45	50	
	Tamil Nadu	42	39	39	42	
	Karnataka	55	57	57	59	
	Telangana	45	44	46	48	
	Andhra Pradesh	33	28	26	30	
	Kerala	40	35	32	41	
	<b>DATA TABLE 2</b>		<b>Male Labour Force (%of Population)</b>			
	<b>State</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	
	Maharashtra	32	29	28	35	
	Tamil Nadu	30	28	28	32	
	Karnataka	35	37	37	41	
	Telangana	34	36	39	41	
	Andhra Pradesh	25	24	22	28	
	Kerala	23	18	15	26	
	<b>DATA TABLE 3</b>		<b>Female Labour Force (%of Population)</b>			
	<b>State</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	
	Maharashtra	24	18	17	15	
	Tamil Nadu	12	11	11	10	
	Karnataka	20	20	20	18	
	Telangana	11	8	7	7	
	Andhra Pradesh	8	4	4	2	
	Kerala	17	17	17	15	
<b>OR</b>						
Q3.b	<p>Based on the data tables below.</p> <ol style="list-style-type: none"> <li>1. Interpret the data to list all of the possible significant developing trends.</li> <li>2. Explain the type(s) of graphs you would use to illustrate the important trends discovered, along with your justifications.</li> <li>3. Give your data story an appropriate headline.</li> </ol>					15



Country: India

*Access to Media platforms (Millions)*

Media Platform	1991-2000	2001-2010	2011-2020
NEWSPAPERS	550	500	380
TV	320	600	450
Radio	460	380	330
Digital	50	250	700

*Access to Media platform by Gender (Millions)*

Media Platform	1991-2000		2001-2010		2011-2020	
	Male	Female	Male	Female	Male	Female
NEWSPAPERS	400	150	350	150	300	80
TV	180	140	310	290	250	200
Radio	300	160	210	170	230	100
Digital	45	5	150	100	400	300

*Access to Media by age (Millions)*

Age	1991-2000		2001-2010		2011-2020	
	Male	Female	Male	Female	Male	Female
<18	50	5	70	10	100	30
19-30	325	150	350	200	400	250
31-50	350	200	400	400	400	250
>50	200	100	200	100	280	150

Q4

Write short notes on **any 3** of the following

1. Data Privacy
2. Issues with Raw Data
3. Data Formats
4. Types of Data
5. Data Sources

15