

Reg. No.:



Name:

University of Kerala

U8940

Second Semester FYUGP Degree Examination, April 2025

Discipline Specific Core Course

JOURNALISM

UK2DSCJMC104 - MoJo Production

Academic Level: 100-199

Time: 2 Hours(120 Mins)

Max. Marks: 56

Part A.6 Marks:Time 5 Minutes.(Cognitive Level :Remember(RE)/Understand(UN)) Objective Type.1 mark each, Answer all questions

Qn No.	Question	CL	CO
1	Name any two transition effects used in MoJo video editing.	RE	1
2	Define Ring-light.	RE	1
3	Define transmedia storytelling.	UN	1
4	Definitions white balance	UN	1
5	Mention the use of subtitles in mobile journalism.	UN	3
6	Define the term copyright	UN	2

Part B.10 Marks.Time:20 Minutes (Cognitive Level:Understand(UN)/Apply(AP))Two-three sentences.2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	Interpret the impact of shaky footage on viewer experience.	UN	4
8	Infer the influence of MoJo on independent journalism.	UN	2
9	Identify key elements of a compelling mobile news thumbnail.	AP	3
10	Predict the challenges in Digital Media.	AP	2
11	Explain the role of storyboards in MoJo.	AP	1

Part C.16 Marks.Time:35 Minutes.(Cognitive Level :Apply(AP)/Analyse(AN))Short Answer.4 marks each, Answer all 4 questions,choosing among options * within each question

Qn No.	Question	CL	CO
12	A) Classify different types of lights applied in MoJo production. OR B) Demonstrate how social media can be used as a data source while ensuring credibility.	AP	3, 2
13	A) Illustrate the role of smartphones in mobile journalism. OR B) Discuss drones' contribution to mobile journalism.	AP	1, 3
14	A) Categorize the various camera angles used in smartphone videography. OR B) Examine the effect of background noise on audio quality in MoJo reporting.	AN	1, 3
15	A) Detect the ethical challenges faced by mobile journalists. OR B) Investigate the role of mobile data journalism in uncovering hidden trends and insights	AN	2, 4

Part D.24 Marks.Time: 60 Minutes.(Cognitive Level :Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer 6 Marks each.Answer all 4 questions choosing among options * within each question

Qn No.	Question	CL	CO
16	A) Analyze Interactive Story Formats OR B) Explain why citizen journalism has grown with the use of mobile phones.	AN	3, 3
17	A) Analyse the impact of MoJo on traditional field reporting. OR B) Evaluate the merits and demerit of citizen journalism.	EV	4, 2
18	A) Evaluate the challenges of MOJO in digital India. OR B) Examine the importance of geo-tagging in live news coverage.	EV	2, 3

Qn No.	Question	CL	CO
19	A) Compose a script for a 2-minute mobile news report on a environmental issue,Integrating both visual and audio elements OR B) Compile a list of ethical guidelines for mobile journalists.	CR	3, 2