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School of Liberal Education**Bachelor of Arts in Journalism and Mass Communication
Mid Term Examination - Nov 2023****Duration : 90 Minutes
Max Marks : 50****Sem III - K2UA303B - Multimedia and Mobile Journalism**General Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Explain transmedia. K2 (2)
- 2) Name any two mobile editing apps used for multimedia production K1 (3)
- 3) Explain the relevance of understanding target audience. K2 (4)
- 4) Outline the key steps for adapting a traditional story into multimedia story. K2 (6)
- 5) Identify the legal implications or challenges for citizen journalists who report on YouTube? K3 (6)
- 6) Apply your knowledge of mobile journalism to create a step-by-step guide on how to use a specific mobile app for live reporting. K3 (9)
- 7) Differentiate between reporting and real time reporting. K4 (8)
- 8) Assuming yourself as mobile journalism, develop a suitable plan of covering any breaking news using smartphone. K4 (12)

OR

- Analyze the differences between indoor and outdoor shooting preparations in multimedia production K4 (12)