



K25P 2840

Reg. No. :

Name :

III Semester M.A. Degree (C.B.C.S.S. – OBE-Reg./Supple./Imp.)

Examination, October 2025

(2023 Admission Onwards)

JOURNALISM AND MASS COMMUNICATION

MAJMC03C11 : Data Journalism and Digital Marketing

Time : 3 Hours

Max. Marks : 60

PART – A

Write short notes on **any five** of the following. **Each** answer carries **three** marks.

(5×3=15)

1. Data Scraping.
2. Web Crawling.
3. Open Data Initiatives.
4. Search Engine Marketing (SEM).
5. Online Reputation Management.
6. Social Media Influencers.

PART – B

Write short essays on **any three** of the following. **Each** answer carries **six** marks.

(3×6=18)

7. Explain the historical perspective and evolution of data journalism.
8. Discuss privacy concerns in data journalism.
9. Describe the types of social media marketing.
10. Explain the fundamentals of digital marketing channels and platforms.
11. Discuss content creation and distribution in digital marketing campaigns.

P.T.O.



PART – C

Write long essays on **any three** of the following. **Each** answer carries **nine** marks.

(3×9=27)

12. Analyse the role of data in journalism, including its definitions, concepts and possibilities.
 13. Explain ethics and responsibility in data journalism, providing examples.
 14. Describe data cleaning and preparation processes in data journalism practice.
 15. Discuss social media marketing strategies specifically for news organisations.
 16. Explain the planning and execution of digital marketing campaigns, including data-driven decision making.
-

