

--	--	--	--	--	--	--	--	--	--

Gandhi Institute of Engineering and Technology University, Odisha, Gunupur (GIET University)

B.B.A. (Second Semester - Regular) Examinations, May - 2026

25SEC101 - Media Literacy & Critical Thinking



Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A

(2 x 10 = 20 Marks)

Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. Define critical thinking in media.	CO1	K2
b. Describe the evolution of media in India.	CO1	K2
c. Explain semiotics briefly.	CO2	K2
d. How does media representation affect society?	CO2	K3
e. Write the meaning of media distribution.	CO3	K2
f. How does ownership influence media?	CO3	K3
g. Define media regulation.	CO4	K2
h. How to identify fake news?	CO4	K3
i. Mention two ethical issues in media.	CO4	K1
j. Explain briefly audience analysis.	CO3	K2

PART – B

(8 x 5 = 40 Marks)

Answer **ANY FIVE** the questions

	Marks	CO #	Blooms Level
2. a. Discuss the importance of critical thinking in media.	8	CO1	K3
(OR)			
b. Analyse the role of media in shaping society.	8	CO1	K4
3.a. Discuss semiotics in media analysis.	8	CO2	K3
(OR)			
b. Explain the impact of media on public perception.	8	CO2	K3
4.a. Analyse the influence of ownership on media content.	8	CO3	K4
(OR)			
b. Discuss audience consumption patterns in India.	8	CO3	K3
5.a. Discuss the regulatory framework in media.	8	CO4	K2
(OR)			
b. Explain digital media literacy in detail.	8	CO4	K2
6.a. Analyse the impact of digital media on society.	8	CO4	K4
(OR)			
b. Discuss ethical challenges in digital media.	8	CO4	K4

--- End of Paper ---