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School of Liberal Education

Bachelor of Arts in Journalism and Mass Communication

Mid Term Examination - May 2024

Duration : 90 Minutes

Max Marks : 50

Sem IV - K2UA410T - Artificial Intelligence and MediaGeneral 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 the benefits of Reactive AI with good examples. K2 (2)
- 2) Define Artificial Intelligence in your own words. K1 (3)
- 3) Explain the benefits of Narrow AI with good examples. K2 (4)
- 4) Explain the characteristics of AI with example. K2 (6)
- 5) Illustrate the role of AI in music production. K3 (6)
- 6) Illustrate the role of AI in Gaming in terms of game design and playing; personalized gaming recommendations and Adaptive difficulty. K3 (9)
- 7) Analyse the effect of regulating the transmission of online content in media practices. K4 (8)
- 8) Analyse the usefulness of Predictive analytics powered by AI. K4 (12)

OR

- Analyse the usefulness of storytelling powered by AI in content creation. K4 (12)