

School of Liberal Education**Bachelor of Arts in Journalism and Mass Communication
Semester End Examination - Jun 2024****Duration : 180 Minutes
Max Marks : 100****Sem IV - K2UA410T - Artificial Intelligence and Media**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*

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| 1) | Define 'Streaming Quality' in your own words. | K1(2) |
| 2) | Explain the benefits of General AI with good examples. | K2(4) |
| 3) | Explain the types of AI based on capabilities. | K2(6) |
| 4) | Illustrate the role of AI in Book publishing in terms of Editing and proofreading, Book design and layout, Printing and distribution. | K3(9) |
| 5) | Illustrate the role of AI in Advertising in terms of Audience targeting and segmentation. | K3(9) |
| 6) | Examine the contribution of father of AI. | K5(10) |
| 7) | Analyse the usefulness of Content classification and categorization powered by AI. | K4(12) |
| 8) | Examine the AI applications in Book publishing in terms of Manuscript submission and evaluation, Editing and proofreading, Book design and layout, Printing and distribution, Marketing and promotion, Storytelling. | K5(15) |
| 9) | Examine the AI applications in Journalism in terms of Algorithmic Journalism; Automation of repetitive tasks; Targeted advertising; Interactive personalized content. | K5(15) |
| 10) | Discuss the Machine Learning usage in Media in terms of Search optimization, Streaming Quality, Reporting automation, Using social media for Sentiment Analysis, Identifying fake information, Personal virtualchatbots, Meta Tagging Subtitles & Automated Transcription, Content classification and categorization, Digital Advertisement and Target audience, Content personalization and Recommendations. | K6(18) |