

Online Assessment (Even Sem/Part-I/Part-II Examinations 2019 - 2020)

Course Name - New Media

Course Code - MJMCPE201B

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Answer all the questions. Each question carry one mark.

9. 1. 'Like' is

Mark only one oval.

- Opposite of dislike
- an action on social media
- emoji
- chat

10. 2. Digitalisation is

Mark only one oval.

- Convergence of text, visuals and sound
- computer game
- film making
- None of these

11. 3. New media is called new because it has

Mark only one oval.

- Replaced traditional media
- Introduced two- way communication
- arrived in 20th century
- None of these

12. 4. Binary 0 and 1 is a language of

Mark only one oval.

- Computers
- machines
- humans
- None of these

13. 5. Social media has made the journalists redundant

Mark only one oval.

- Very true
- not true
- partly true
- do not know

14. 6. Citizen journalism

Mark only one oval.

- Is journalism of everyone
- threatens professional journalists
- provides leads to media houses
- all of these

15. 7. Social media

Mark only one oval.

- Created fake news
- proliferated fake news
- did no such thing
- do not know

16. 8. Facebook is

Mark only one oval.

- Social media
- Interactive media
- blog
- All of these

17. 9. Public Sphere is essential for

Mark only one oval.

- Communist government
- Fascist government
- democracy
- None of these

18. 10. New media is also called 'do it yourself' media because

Mark only one oval.

- it hands over its tools to the audience
- interactivity breaks authority
- remote is in the consumer's hand
- all of these

19. 11. Consumption of news in new media changed because

Mark only one oval.

- it is user generated
- consumer is a participant
- chooses his content
- all of these

20. 12. HTML stands for

Mark only one oval.

- Hypertext Markup Language
- He Texts Me Love
- He Tries Marxist Language
- none of these

21. 13. The idea “author is dead” is popular because

Mark only one oval.

- an author is no longer a sole creator
- Author is no God
- an author only amalgamates information
- all of these

22. 14. The ‘first media age’ talks of

Mark only one oval.

- linear communication
- newspapers, radio, television, films
- traditional modes of communication
- all of these

23. 15. The demarcation between man and machine has been

Mark only one oval.

- increased
- blurred
- intensified
- None of these

24. 16. Sms means

Mark only one oval.

- short musical sound
- short messaging service
- such marvelous sound
- None of these

25. 17. New media has shifted focus from the logic of words to

Mark only one oval.

- images and pictures
- 'icons' like Chinese ideograms
- emojis
- all of these

26. 18. Netspeak means

Mark only one oval.

- spoken language
- computer language
- written language
- language of the new media

27. 19. OTT means

Mark only one oval.

- Over The Top
- Streaming
- mobile television
- all of these

28. 20. Internet is often called a 'dangerous' tool because

Mark only one oval.

- it challenges authority
- it can overthrow governments
- empowered common man
- for all these reasons

29. 21. 'Postmodern' style

Mark only one oval.

- has replaced narrative style
- mixed fact with fiction
- introduced 'collage'
- Does all of these

30. 22. Which of the following is Photo based social media?

Mark only one oval.

- Facebook
- Twitter
- Instagram
- Tiktok

31. 23. Who is the present CEO of google?

Mark only one oval.

- Andy Rubin
- Sundar Pichai
- Anil Ambani
- Satya Nadella

32. 24. If you have an official video conference, which of the following will you choose for making a video call?

Mark only one oval.

- Instagram
- Whatsapp
- Skype
- Any one of these

33. 25. Which of the following is a negative effect of social media in society?

Mark only one oval.

- One can stay in touch with his/her relatives & friends who stays far
- Find any kind of information quickly
- Cyber Bullying
- none of these

34. 26. Habermas is

Mark only one oval.

- a German philosopher
- one who introduced concept of Public Sphere
- who did not consider the internet as a help to public sphere
- All of these

35. 27. Wikipedia is an example of

Mark only one oval.

- Collaborative writing
- Gossip column
- A magazine
- Chat box

36. 28. ARPA stands for

Mark only one oval.

- American Research Project Agency
- Advanced Research Project Agency
- None of them
- All of these

37. 29. LAN stands

Mark only one oval.

- Local area network
- Local associated network
- Local and networked
- None of these

38. 30. WAN stands for

Mark only one oval.

- Wide Area Network
 - Wide and networked
 - Wide and natural
 - all of these
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