



BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – M.Sc.(MSJ)-2024

Course Name – New Media

Course Code - MSJ10103

(Semester I)

Library
Brainware University
393, Ramkrishnagar Road, Barasat
Kolkata, West Bengal-700125

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :
 - (i) Classify the essential tools used by multimedia journalists.
 - a) Text editors, video cameras
 - b) Video cameras, social media platforms
 - c) Text editors, photo editing software
 - d) All of the above
 - (ii) Compare reporting techniques for print and online media.
 - a) Both use similar storytelling methods.
 - b) Online media requires more dynamic content.
 - c) Print media is more interactive.
 - d) Both require video content.
 - (iii) Contrast the production processes for podcasts and webcasts.
 - a) Both use the same equipment.
 - b) Podcasts require video setup, webcasts do not.
 - c) Webcasts require video, podcasts are audio only.
 - d) Both are text-based mediums.
 - (iv) Demonstrate how to produce a feature for online media.
 - a) Write a long-form article only.
 - b) Use multimedia elements like videos and infographics.
 - c) Use only static images.
 - d) Create a text-only PDF document.
 - (v) Show how feature writing for online media differs from print media.
 - a) Longer paragraphs and more descriptions in online media.
 - b) More visual elements and interactivity in online media.
 - c) Fewer sources cited in online media.
 - d) No differences exist.
 - (vi) Summarize the benefits of integrating videos into online reports.
 - a) Increases text complexity.
 - b) Reduces audience engagement.
 - c) Enhances understanding and engagement.
 - d) Is discouraged in online media.
 - (vii) Which of the following best defines the Internet?

- a) A global network of interconnected computers that communicate freely and share and exchange information.
b) A software application for browsing websites.
c) An isolated network used by a single organization.
d) A collection of multimedia content accessible offline.
- (viii) What is a primary advantage of the Internet over traditional media?
a) Limited interactivity with users.
b) Immediate global reach and accessibility.
c) Fixed scheduling of content.
d) One-way communication only.
- (ix) Which of the following is a salient feature of the Internet?
a) Static content delivery.
b) Limited user engagement.
c) Interactivity and multimedia integration.
d) Localized content only.
- (x) Who is often referred to as the "Father of the Internet"?
a) Tim Berners-Lee
b) Vint Cerf
c) Bill Gates
d) Steve Jobs
- (xi) Assess the main strength of social media networks.
a) Limited global reach
b) Instant communication and feedback
c) Low audience engagement
d) High production cost
- (xii) Explain why online communities are growing rapidly.
a) Increased offline interaction
b) More privacy
c) Ease of connecting with like-minded individuals globally
d) Decreased content diversity
- (xiii) Judge the impact of advertisements on social media business models.
a) They generate significant revenue
b) They decrease platform engagement
c) They lead to fewer users
d) They increase production costs
- (xiv) Determine the best metric for measuring success in online marketing.
a) Number of ads shown
b) Amount spent on ads
c) Conversion rate and engagement
d) Brand awareness
- (xv) Compare the efficiency of social media advertisements with traditional ads.
a) More personalized
b) Less reach
c) Less effective
d) Higher cost

Group-B

(Short Answer Type Questions)

3 x 5=15

2. When was the Internet first introduced in India, and how has it spread since then? (3)
3. Which factors contribute to the digital divide in India? (3)
4. Choose the best platform for citizen journalists to use when reporting breaking news. Justify your choice. (3)
5. Justify the need for protecting copyright in the digital news landscape. (3)
6. Judge the effectiveness of e-governance in rural areas. (3)

OR

- Assess the role of social media in global human rights campaigns. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Demonstrate how multimedia elements enhance storytelling in online feature writing. Provide examples to illustrate your point. (5)
8. Outline the ethical challenges that multimedia journalists face when producing content for online media. (5)

9. Discover the key relationships between digital media platforms and the changing role of news values. How can journalists ensure that speed does not compromise accuracy? (5)
10. Criticize the role of social media in shaping consumer behavior and decision-making through advertisements and marketing strategies. (5)
11. Defend the argument that the future trends in social media will significantly influence global business models. (5)
12. Judge the success of e-governance initiatives in improving transparency and citizen participation in governance. (5)

OR

Justify the importance of internet access as a fundamental right in promoting equitable development and political participation. (5)

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