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Term End Examination 2024-2025

Programme – BBA LL.B.-2021/BBA LL.B.-2022/BBA LL.B.-2023

Course Name – Techniques of Communication using Digital Methods/Techniques of Communication Using Digital Methods

Course Code - BBALLBS401

(Semester IV)

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) Recall which one of the following was a major advantage of using pigeon post method of communication.
 - a) The message was delivered extremely fast
 - b) The content of the message was accurate
 - c) It reduced the dependence on human messengers
 - d) It was discreet
- (ii) Identify the answer that does NOT relate to important ethical aspects of social media.
 - a) Ratings and site traffic
 - b) Transparency and privacy
 - c) User identity and honesty
 - d) Politeness and civility
- (iii) Select the correct answer and fill in the blank: The word "log" in "web log" (which is the source of the word "blog") is sourced from _____.
 - a) Aerial navigation
 - b) Nautical navigation
 - c) Balance sheet
 - d) Both a and b
- (iv) Observe the correct sequence for citing a Newspaper Editorial in the correct sequence.
 - a) Editorial, "Title of the Editorial", Name of the Newspaper, Date of Publication.
 - b) Author name, Title of the Editorial (in italics), Name of the Newspaper, Date of Publication.
 - c) "Title of the Editorial", Name of the Newspaper, URL of the Newspaper.
 - d) None of these.
- (v) Recall which of these is an advantage of online advertising.
 - a) It is cost-effective compared to offline advertising
 - b) It reaches a large audience
 - c) It allows for targeted marketing
 - d) All of these
- (vi) Determine which of the following is a disadvantage of television advertising.
 - a) It has a limited reach
 - b) It is expensive
 - c) It is difficult to target a specific audience
 - d) All of these

- (vii) How would you classify data privacy concerns as a category of demerit for digital communication?
- a) Social/Economic demerit
b) Human-centric demerit
c) Legal/ethical demerit
d) None of these
- (viii) Record which of these can result in libel for a print journalist.
- a) Accurate portrayal of a crime scene
b) True statements about a person that could damage their reputation
c) Misleading information sourced from gossip or rumor
d) None of these
- (ix) Infer which part of the Front Matter of the Thesis features unfamiliar terms and symbols used in the Thesis.
- a) Nomenclatures.
b) List of Figures.
c) List of Tables.
d) Table of Contents.
- (x) Articulate how would one write an effective TV commercial.
- a) Developing a signature character
b) Referring to competitors by name
c) Creating multiple themes for the commercial
d) Both A and C
- (xi) Identify the appropriate definition of "simulation", which is one of the key characteristics of New Media.
- a) Refining digital media technologies.
b) Creation of an artificial world that represents a real one.
c) Optimizing online advertising.
d) None of these.
- (xii) Choose which of the following must be avoided while writing a blog post.
- a) Use unreliable sources
b) Follow ethical guidelines
c) Stay up-to-date
d) Be consistent
- (xiii) Conclude where would a journalist place the controversy regarding a news story he/she is about to cover.
- a) The Body
b) The Lead
c) The Tail
d) The Stylesheet
- (xiv) Articulate the correct definition of spam.
- a) A messaging app
b) A type of search engine
c) A form of online advertising
d) Unsolicited email or messages that are sent in bulk
- (xv) Identify which would be an example of proper netiquette when using email.
- a) Sending an email without proofreading
b) Using vague and ambiguous language
c) Including multiple attachments without explanation
d) Using a clear and concise subject line

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Identify the chief challenges in practicing netiquette. (3)
3. Observe the main characteristics of new media that have to be tended to while writing for new media. (3)
4. Determine the chief features of the pre-production and post-production phases of writing a script for a television commercial. (3)
5. Express some of the key responsibilities of a Blogging Administrator. (3)
6. Analyze what is meant by Hard News and Soft News, along with their difference. (3)

OR

Deduce the key features of Legal Journalism and Court Reporting as one of the kinds of legal writing. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Discuss in your own words the responsibilities of an Editor and a Copy Editor of a blog. (5)
Why is the role of the Copy Editor needed at all?
8. Examine some of the key features of the radio documentary. (5)
9. Explain what is Academic Research and why it is important in academic writing. (5)
10. Examine five different types of netiquette. (5)
11. Infer the five principles of New Media and discuss their significance. (5)
12. Judge the importance of interactive advertising, contextual advertising and advertorials. (5)

OR

Critique the structure of the Inverted Pyramid that is used for writing in Print Media, and assess its significance along with examples for each step of the process. (5)

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