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SCHOOL OF LAW
Barasat, Kolkata- 700125

Term End Examination 2024-2025

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

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

Course Code - LLBS401

(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) Locate the right option. In digital communication -
- | | |
|--|--|
| a) verbal communication takes precedence over non-verbal | b) non-verbal communication takes precedence over verbal |
| c) both a and b | d) none of the these |
- (ii) Locate the right option. Which of the following is a merit of using digital communication tools?
- | | |
|--|---------------------------------|
| a) Decreased risk of miscommunication | b) Faster communication speed |
| c) Higher cost compared to traditional communication methods | d) Limited access to technology |
- (iii) Locate the right option. Which of the following is a demerit of using video conferencing as a communication tool?
- | | |
|--|---|
| a) High cost compared to traditional communication methods | b) Limited reach and audience |
| c) Limited control over the message being communicated | d) Limited storage space for video recordings |
- (iv) Identify the right option. Which of the following is NOT a type of mass media ownership?
- | | |
|-----------------|--------------|
| a) Conglomerate | b) Monopoly |
| c) Oligopoly | d) Democracy |
- (v) Choose the correct option. Which of the following is an example of a media stereotype?
- | | |
|---|---|
| a) Positive representation of all races | b) Negative representation of certain races |
| c) Accurate portrayal of diversity | d) All of the these |
- (vi) Locate the correct alternative. What is mass communication in the cyber space?

- a) The transmission of information to a large audience through the internet
 b) The use of social media platforms to connect with friends and family
 c) The process of sending messages through a mobile phone network
 d) None of the these
- (vii) Identify the right option. Which of the following is NOT an example of plagiarism?
 a) Copying and pasting text from another source without citation
 b) Paraphrasing someone else's ideas without citation
 c) Using quotes from other sources with proper citation
 d) Rewriting someone else's work without permission or citation
- (viii) Identify which of the following is an ethical consideration related to sending mass emails.
 a) Including everyone in the "To" field to save time
 b) Bypassing spam filters by using deceptive subject lines
 c) Providing an option to unsubscribe from future emails
 d) Sending emails at odd hours to increase the chances of being seen
- (ix) Identify the right option. Which of the following is an example of an ethical consideration related to email privacy?
 a) Forwarding emails without permission
 b) Using BCC to hide recipients from each other
 c) Using CC to keep everyone informed
 d) Including personal information, such as your home address or phone number
- (x) Infer the right answer. Which of the following best describes the impact of social media on consumer culture?
 a) It has decreased the influence of advertising on consumer behavior
 b) It has increased the availability of information about products and services
 c) It has decreased the importance of brand loyalty
 d) It has eliminated the need for businesses to engage in marketing and advertising
- (xi) Identify the right answer. Which of the following best describes the relationship between consumer culture and environmental sustainability?
 a) Consumer culture is incompatible with environmental sustainability
 b) Consumer culture is necessary for environmental sustainability
 c) Consumer culture can be adapted to promote environmental sustainability
 d) Consumer culture has no impact on environmental sustainability
- (xii) Identify the right answer. What is the primary purpose of advertising?
 a) To inform consumers about a product or service
 b) To persuade consumers to buy a product or service
 c) To provide entertainment for consumers
 d) None of the these
- (xiii) Infer the right answer. What is the main disadvantage of television advertising?
 a) It is expensive
 b) It has a limited reach
 c) It is difficult to produce
 d) None of these
- (xiv) Select the appropriate answer for the following question: Which of the following is an Educational Cyber Media Platform?
 a) Google
 b) Netflix
 c) Wikipedia
 d) Instagram
- (xv) Identify the correct answer for the following question: Which one of the following is not a netiquette?
 a) Maintaining privacy and personal space
 b) Casually addressing recipients
 c) Being empathetic
 d) Understanding others' perspectives

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Locate the role of digital communication in shaping public opinion and attitudes. (3)

3. Describe the legal implications of cyberbullying and online harassment. (3)
4. Examine the different types of legal writing, and how they differ in terms of style, tone, and intended audience. (3)
5. Examine what ethical considerations marketers should take into account when developing and executing advertising campaigns, and how they can ensure that their messaging is socially responsible. (3)
6. Write in brief the ethical implications of advertising in consumer culture, and how the legal framework addresses these concerns. (3)

OR

Write in brief about strategies that can be employed to effectively research and gather information for academic legal writing. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Examine how netiquette impacts online reputation and personal branding. (5)
8. Examine the key considerations around confidentiality and privacy in oral and written communication in the legal industry, and how can legal professionals ensure they are complying with relevant laws and professional standards. (5)
9. Analyse the role of media planning in effective advertising, and how marketers can optimize their media plans to maximize their impact. (5)
10. Survey the citation rules and guidelines for academic legal writing, and how they can be effectively implemented to ensure academic integrity. (5)
11. Enumerate ways in which digital communication has impacted traditional forms of media, such as print and broadcast. (5)
12. Assess how legal professionals can use language effectively in oral and written communication to avoid misunderstandings and misinterpretations. (5)

OR

Analyze the key principles of legal reporting and editing, and how they differ from other forms of journalism. (5)

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