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BRAINWARE UNIVERSITY

Term End Examination 2024-2025

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

Course Name – Techniques of Communication Using Digital Methods

Course Code - BALLBS401

(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) Choose the correct statement related to e-governance in legal systems.
- | | |
|---|---|
| a) It can be used for filing lawsuits as well as RTI (Right to Information) applications. | b) It may be used to improve the efficiency of government services, and thus may make government services more transparent. |
| c) E-governance in legal systems does not apply for private firms. | d) Only a and b are correct. |
- (ii) 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 |
- (iii) Judge which is NOT a process involved in academic writing.
- | | |
|---|--|
| a) Posing a question. | b) Evaluating an opinion. |
| c) Problematizing an established concept. | d) Being dismissive of established scholarly work. |
- (iv) Record the purpose of revising an article.
- | | |
|---|---|
| a) It is to ensure that the author actually writes what they intended to write. | b) It is to generate the reader's interest in the text. |
| c) It is to ensure Research Ethics have been followed in the writing. | d) All of these. |
- (v) Recall what is advertising.
- | | |
|--|-------------------------------------|
| a) The promotion of a product or service | b) The sale of a product or service |
| c) The creation of a product or service | d) None of these |
- (vi) Select which of the following is a disadvantage of Online Advertising.
- | | |
|---|---------------------------|
| a) It is difficult to track effectiveness | b) It has a limited reach |
| c) It is expensive | d) All of these |
- (vii) Select the statement that is an actual disadvantage of Advertising.

- a) With Advertising, there can be the risk of market monopoly. b) Advertising always generates sales of the services or products too.
- c) Employment opportunities are lessened in local regions because of Advertisements. d) An Advertisement represents the product or service truthfully always.
- (viii) Identify the errors and proof read the sentence: A universe is the living, breathing organism, and we are all parts of it.
- a) A universe is a living, breathing organism and we are all parts from it. b) The universe is the living, breathing organism, and we are all parts of it.
- c) The universe is a living, breathing organism, and we are all a part of it. d) None of these.
- (ix) State what is the purpose of a Statement of Purpose (SOP).
- a) To provide a summary of your academic achievements b) To explain your research methodology
- c) To showcase your personal qualities and aspirations d) None of these
- (x) Judge which of these states the purpose of an in-text citation.
- a) To give credit to the original author of a source b) To provide additional information about a source
- c) To summarize a source's main points d) None of these
- (xi) Identify which of these is not an example of social or economic demerits of digital communication.
- a) Digital fraud b) Digital divide
- c) Cultural erosion d) None of these
- (xii) Locate the right option. Which of the following is a demerit of using email as a communication tool?
- a) Limited access to technology b) Limited storage space for messages
- c) Limited customization options d) Higher risk of miscommunication
- (xiii) Identify the right option. What is the best way to ensure the security of digital communication in legal businesses?
- a) Use a secure communication channel b) Use strong passwords
- c) Use encryption d) All of the these
- (xiv) Establish which of these is a factor for choosing the correct advertising medium or channel.
- a) Accessibility of the medium b) Return on investment for that medium
- c) Nature of product or service d) All of these
- (xv) 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.

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Observe the steps to create an effective Television commercial. (3)
3. Identify the chief challenges in practicing netiquette. (3)
4. Trace any one example each of technological and human-centric demerits of digital communication, and analyze the same. (3)
5. Produce the definitions of Persuasive Advertising and Comparative Advertising. Differentiate between the two. (3)
6. Consider academic writing and write a short note on some of the key characteristics of academic papers. (3)

OR

Assess three common citation styles with one key feature and an example of the citation format for each. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Assess the role of cyberspace in communication. (5)
8. Recall the contents of the front matter and the end matter of a thesis. (5)
9. Using the ILI Citation style, show how one should cite a book authored by multiple persons, an essay published in an edited book, a write-up published in a newspaper and an interview. (5)
10. Discuss the editing techniques of legal writing, along with the corresponding legal aspects to be aware of. (5)
11. 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)
12. Infer your arguments on whether revising can be considered to be the same process as proofreading and editing. (5)

OR

Infer the five principles of New Media and discuss their significance. (5)

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