



BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – B.Sc.(MSJ)-Hons-2023

Course Name – Basics of Computer & New Media

Course Code - BMJ10001

(Semester I)

Library.
Brainware University.
398, Ramkrishnapur 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) Identify the tab on the Ribbon that is used for formatting text and paragraphs.

- a) Home
- b) Insert
- c) Page Layout
- d) Review

(ii) What is the term for the vertical space between lines of text in a document?

- a) Font size
- b) Line spacing
- c) Margin
- d) Paragraph formatting

(iii) How can you insert a header and footer in an MS Word document?

- a) Using the Page Layout tab
- b) Through the Insert tab
- c) By right-clicking on the document
- d) Using the Home tab

(iv) What is the function of the "Mail Merge" feature in MS Word?

- a) To send emails
- b) To merge multiple documents into one
- c) To create mailing labels and personalized documents
- d) To format text and paragraphs

(v) How can you create a bulleted or numbered list In MS Word?

- a) By using the "Spacing" feature
- b) By adjusting the font size
- c) By applying styles
- d) By using the "Lists" feature

(vi) What does the "Find and Replace" feature in MS Word allow you to do?

- a) Find and correct spelling errors
- b) Find specific text and replace it with other text
- c) Create tables and charts
- d) Insert page numbers

(vii) Identify the category to which online petitions belong from the following options.

- a) Digital dictatorship
- b) Digital democracy
- c) Digital disruption
- d) Digital divergence

(viii) Which of the following is a feature used for designing the overall appearance of a presentation in PowerPoint?

- a) Slide transitions
- b) Animation effects

- c) Slide layouts
d) Themes
- (ix) Identify the term for the integration of news in print, broadcast, and online platforms from the following options.
- a) Media dispersion
b) Media convergence
c) Media divergence
d) Media immersion
- (x) Identify the protocol used for web browsing from the following options.
- a) HTTP
b) FTP
c) SMTP
d) ICMP
- (xi) Which ribbon tab in PowerPoint is used for inserting objects like pictures, shapes, and charts?
- a) Home
b) Design
c) Insert
d) Transitions
- (xii) Identify the two groups separated by the digital divide from the following options.
- a) Access to modern digital technology and those without
b) Knowledge of using digital technology and those without
c) Both a and b
d) None of the above
- (xiii) Select the platform commonly used for personal branding and self-demonstration from the following options.
- a) LinkedIn
b) MySpace
c) Yahoo
d) Bing
- (xiv) Identify the inventor of the World Wide Web from the following options.
- a) Tim Berners-Lee
b) Alan Turing
c) Vint Cerf
d) Steve Jobs
- (xv) Select a platform that offers MOOCs from the following options.
- a) NPTEL
b) Facebook
c) Times Now
d) Platform X

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Describe the function of line spacing in a Word document and provide an example of when you might use it. (3)
3. Describe the main components of a PowerPoint slide, including the title, content area, and slide layout. (3)
4. Describe the primary function of a computer's Central Processing Unit (CPU) and give an example of a task it performs. (3)
5. Distinguish between relative cell referencing and absolute cell referencing in Excel. (3)
6. Explain the concept of media convergence and give an example of how different types of media have converged in the digital age. (3)

OR

Explain digital democracy, and how does it enable people's participation in governance and decision-making processes? (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Determine the purpose of the "Auto Fill" feature in Excel and provide an example of how it can be employed to save time when entering data. (5)
8. Describe the significance of setting margins in a Word document. How does adjusting margins affect the layout of a document? (5)
9. What is the concept of slide transitions in PowerPoint and provide examples of when and how they can be used to enhance a presentation? (5)

10. Define Massive Open Online Courses (MOOCs) and tell their significance in the realm of online education. Provide an example of a popular MOOC platform. (5)
11. Explain how the integration of new media has changed the advertising industry. (5)
12. Justify the concept of a digital society and explain the advantages and challenges associated with living in a digitally connected world. (5)

OR

Determine the concept of the digital divide and its implications for access to information and opportunities. Explain how can efforts be made to bridge the digital divide? (5)

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