



BRAINWARE UNIVERSITY

Term End Examination 2023

Programme – BBA LL.B.-2021

Course Name – 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) Examine the purpose of a reference list.

| | |
|--|---|
| a) To provide a list of sources used in the research paper | b) To provide an introduction to the research paper |
| c) To provide a conclusion to the research paper | d) None of the above |
- (ii) Choose which of the following is NOT a disadvantage of online communication.

| | |
|-----------------------------|--|
| a) Increased privacy risks | b) Increased job opportunities |
| c) Decreased attention span | d) Increased disassociation from reality |
- (iii) Define cyber space.

| | |
|---|--|
| a) virtual spaces where online interaction happens | b) The space required to save online content |
| c) A place inspired by science-fiction and dependent on virtual reality | d) Just instant messaging |
- (iv) Select which of the following is not a standard of online communication.

| | |
|--------------------|----------------------------|
| a) Referral links | b) Discount codes |
| c) Dynamic banners | d) Word of mouth marketing |
- (v) The feasibility of a research should NOT be considered in the light of:

| | |
|--|--|
| a) Argumentative, specific, engaging | b) Engaging, bland, provocative |
| c) Bland, copied directly from others, no references | d) A statement, opinion based, peer reviewed evidences |
- (vi) Select which of the following does the introduction section of the research plan contain?

| | |
|--|--|
| a) Contain an overview of prior relevant studies | b) Contains a statement of purpose for the study |
| c) Includes the research hypothesis | d) All of the above |
- (vii) The feasibility of a research should NOT be considered in the light of _____.
Write the correct answer.

- a) prestige to be gained b) cost and time required to conduct the study
- c) skills of the researcher d) potential ethical concerns
- (viii) 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
- (ix) Determine what is the purpose of a headline in advertising.
- a) To inform the audience about the product or service b) To persuade the audience to buy the product or service
- c) To entertain the audience d) All of the above
- (x) Restate what is the advantage of social media advertising.
- a) It is cost-effective b) It reaches a large audience
- c) It allows for targeted marketing d) All of the above
- (xi) Which of the following is an example of a netiquette rule?
- a) Use proper grammar and spelling b) Use all caps to emphasize important points
- c) Reply quickly to all messages d) Forward all chain emails to everyone in your contact list
- (xii) State which one of the following is the oldest form of communication.
- a) Pigeon Post b) Hydraulic and maritime semaphores
- c) Fires and smoke signals d) Signal lamps
- (xiii) Write which of the following is a key element of academic writing?
- a) Personal opinions b) Emotive language
- c) Objectivity and evidence-based arguments d) All of the above
- (xiv) Select which of these is NOT a modern form of communication?
- a) Pigeon Post b) Fires and Smokes
- c) Semaphores d) Newspapers
- (xv) What is the purpose of an in-text citation? Restate.
- 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 the above

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Identify some common ethical issues in media and communication, and how can they be addressed. (3)
3. What is media convergence, and how has it changed the way we consume media? Establish. (3)
4. What is influencer marketing, and describe how can it be used to promote products and services on social media? (3)
5. Define plagiarism, and how can you avoid it in your writing. (3)
6. What is media convergence, and how has it changed the way we consume media? Compose a note on it. (3)

OR

Write on the role of journalism changed over time, and what challenges does the industry face today. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Write the stages of writing. (5)

8. Assess the importance of advertisement to society. (5)
9. Define Niche Marketing. (5)
10. Explain the importance of citation styles in academic writing. (5)
11. How has the rise of digital media impacted the advertising industry? Describe. (5)
12. Write a short note on ancient forms of advertising. (5)

OR

Write about the five techniques to be implemented in social media content creation. (5)
