



## BRAINWARE UNIVERSITY

**Term End Examination 2023**

**Programme – LL.B.-2021**

**Course Name – 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) Identify the right option. When writing an email, it is important to consider the tone of your message. Which of the following is an ethical consideration related to tone?
  - a) Using sarcasm to show that you're joking
  - b) Avoiding negative or critical language
  - c) Writing in all capital letters to emphasize your point
  - d) Using offensive language to express frustration
- (ii) Choose the right alternative. Which of the following do you consider to be an example of an ethical consideration related to professionalism in email writing?
  - a) Including emojis or emoticons in your message
  - b) Using slang or acronyms to save time
  - c) Using proper grammar and spelling
  - d) Using an inappropriate font or font size
- (iii) Locate the correct alternative. What is the difference between mass communication and interpersonal communication?
  - a) Mass communication refers to communication with a large audience, while interpersonal communication refers to communication between two or more people
  - b) Mass communication is only possible through the use of electronic devices, while interpersonal communication can occur face-to-face
  - c) Mass communication is always one-way, while interpersonal communication is always two-way
  - d) None of the these
- (iv) Identify the right option. Which of the following is an example of an ethical consideration related to email signatures?
  - a) Including a quote that may offend some recipients
  - b) Including personal information, such as your home address or phone number
  - c) Using a professional font and size
  - d) Using a font color that is difficult to read
- (v) Locate the other name for digital communication -
  - a) data communication
  - b) mass communication

- c) non-verbal communication                      d) grapevine communication
- (vi) Choose the correct alternative. Which of the following is a criticism of consumer culture?
- a) It encourages self-expression and individuality                      b) It fosters a sense of community and shared values  
c) It promotes a culture of materialism and waste                      d) It values personal relationships and social connections
- (vii) Locate the right option. Which of the following is a commonly used digital communication protocol used for online customer support?
- a) Live chat                      b) Email  
c) Phone                      d) All of the these
- (viii) 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
- (ix) 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
- (x) Infer the right answer. Which type of advertising involves the use of promotional products with a company\'s logo or message?
- a) Promotional advertising                      b) Sponsorship advertising  
c) Experiential advertising                      d) None of these
- (xi) Identify the right option. What is the main advantage of using cloud-based document management systems for digital communication in legal businesses?
- a) Increased accessibility                      b) Enhanced security  
c) Reduced costs                      d) Improved brand awareness
- (xii) Locate the correct alternative. What is phishing?
- a) A form of online fraud where criminals attempt to obtain sensitive information from users                      b)  
c) A form of online advertising                      A type of social media platform  
d) A messaging app
- (xiii) Locate the correct alternative. What is a virus?
- a) A type of malicious software that can infect a computer and cause damage                      b) A type of social media platform  
c) A form of online advertising                      d) A messaging app
- (xiv) Identify the right option. Which of the following is a characteristic of mass communication?
- a) One-way communication                      b) Personalized messages  
c) Direct feedback                      d) Individualized content
- (xv) Identify the right option. Which of the following is NOT a good practice when using video conferencing for professional purposes?
- a) Using a professional background                      b) Dressing appropriately  
c) Muting your microphone when not speaking                      d) Interrupting others frequently

(Short Answer Type Questions)

$$3 \times 5 = 15$$

2. Locate the role of digital communication in social movements and activism.

(3)

3. Describe in brief the legal and ethical considerations around using artificial intelligence and machine learning in legal practice and communication. (3)
4. Examine the role of digital literacy in netiquette. (3)
5. Examine the key principles of legal editing, and how they differ from other forms of editing. (3)
6. Assess how the legal industry can leverage technology and social media for marketing and client development. (3)

**OR**

Appraise how consumer culture impact the legal rights of consumers, and what legal protections are in place to address consumer concerns. (3)

### **Group-C**

(Long Answer Type Questions)

5 x 6=30

7. Discuss the common mistakes people make when it comes to netiquette, and how they can be avoided. (5)
8. Examine how the rise of digital media has impacted the advertising industry, and what new opportunities and challenges have emerged as a result. (5)
9. Survey the citation rules and guidelines for academic legal writing, and how can they be effectively implemented to ensure academic integrity. (5)
10. Appraise how creative elements such as copywriting, design, and messaging can impact the effectiveness of advertising campaigns. (5)
11. Describe the challenges of maintaining client confidentiality in the era of digital communication. (5)
12. Write the key principles of legal reporting and editing, and how they differ from other forms of journalism. (5)

**OR**

Write how the legal concept of consumer consent impacts consumer culture, and the limitations of relying on consumer consent as a regulatory mechanism. (5)

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