



BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – B.A. LL.B.-2022

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) State what is propaganda.

- | | |
|--|---|
| a) Spreading of ideas or doctrines or messages | b) A non-paid non-personal stimulation of demand for a product, services or business by planting commercially significant news. |
| c) A paid form of non-personal presentation and promotion of good, services and ideas by an identified sponsor | d) None of these |

(ii) Identify the correct definition of citation.

- | | |
|-----------------------------|--|
| a) quotations from a source | b) the analysis explaining meaning of evidence |
| c) main argument | d) a sentence that grabs your reader's attention |

(iii) Name who invented the World Wide Web.

- | | |
|--------------------|--------------------|
| a) Tim Berners-Lee | b) Bill Gates |
| c) Steve Jobs | d) Mark Zuckerberg |

(iv) Which of the following is an example of proper social media etiquette? Identify.

- | | |
|--|---|
| a) Engaging in online debates with opponents | b) Respecting others' opinions |
| c) Posting offensive content | d) Creating fake accounts for online purposes |

(v) Trace which of the following is an example of paid media.

- | | |
|---|--|
| a) A company getting featured on a popular blog | b) A company creating a social media account |
| c) A company sponsoring a charity event | d) A company using Google AdWords to advertise |

(vi) Select which of these is NOT a great technique for creating engaging content.

- | | |
|--------------------------------|---|
| a) An engaging title | b) Incorporating relevant videos and images |
| c) Frequently updating content | d) Improper Search Engine Optimisation |

(vii) Which of the following is an example of a primary source? Identify.

- a) A textbook
c) An interview transcript
- b) A research article
d) All of the above
- (viii) Select the right option. Which of the following is NOT an example of plagiarism?
- a) Copying and pasting text from another source without citation
c) Using quotes from other sources with proper citation
- b) Paraphrasing someone else's ideas without citation
d) Rewriting someone else's work without permission or citation
- (ix) Choose what is the purpose of a headline in advertising.
- a) To inform the audience about the product or service
c) To entertain the audience
- b) To persuade the audience to buy the product or service
d) All of the above
- (x) Determine the correct alternative. What is a podcast?
- a) A video sharing platform
c) An audio program that can be downloaded or streamed
- b) A social media platform
d) A messaging app
- (xi) Choose the correct alternative. What is cyberbullying?
- a) Bullying that occurs online or through electronic devices
c) A form of online advertising
- b) A type of search engine
d) A messaging app
- (xii) Choose the correct definition of digital footprint.
- a) The information about a person that is available online
c) A type of social media platform
- b) A form of online advertising
d) A messaging app
- (xiii) The feasibility of a research should NOT be considered in the light of _____.
Write the correct answer.
- a) prestige to be gained
c) skills of the researcher
- b) cost and time required to conduct the study
d) potential ethical concerns
- (xiv) Recognize the term used to describe advertising that is embedded within online content.
- a) Native advertising
c) Ambient advertising
- b) Guerrilla marketing
d) Viral marketing
- (xv) Identify which advertising platform is characterized by short, visually engaging content that disappears after a brief period.
- a) Television commercials
c) Social media stories
- b) Print advertisements
d) Radio spots

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Explain how communication is impacted by cyberspace. (3)
3. Describe plagiarism and propose methods to avoid it in writing. (3)
4. Explain writing for social media and techniques for creating effective content. (3)
5. Determine how public relations differ from advertising. (3)
6. Write about media convergence and its influence on media consumption patterns. (3)

OR

Write about the changing role of journalism and its contemporary challenges. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Write a short note on jingles. (5)
8. Discuss the 5 rules to be kept in mind while reporting. (5)

9. Evaluate the importance of advertisement to society. (5)
10. Define Niche Marketing. (5)
11. Compose a note on cyberspace. (5)
12. Explain some of the special characteristics of digital content that differentiates it from the content written in traditional medium. (5)

OR

Explain in detail the important stages of thesis writing. (5)
