Term End Examination 2023-2024
Programme – B.Sc.(MSJ)-Hons-2021
Course Name – New Media
Course Code - BMSJD601A
(Semester VI)

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) Option that best describes the concept of "digitalisation". Identify.
   a) Convergence of text, visuals and sound   b) Computer game
   c) Film making   d) None of these

(ii) Binary 0 and 1 is a language of _____. Recognize.
   a) Mathematics   b) Human
   c) Computer   d) None of these

(iii) What key characteristics differentiate new media from traditional media? Infer.
   a) Interactivity   b) Virtuality
   c) Networking   d) All of these

(iv) 'Twitter' is _____. Select.
   a) Micro-blogging site   b) Newspaper
   c) Online magazine   d) None of these

(v) Which of the following is banned in India ? Identify.
   a) Facebook   b) Twitter
   c) Tiktok   d) Instagram

(vi) which of the following is a negative effect of social media in society? Infer.
   a) One can stay in touch with his/her relatives   b) Find any kind of information quickly
      & friends who stays far
   c) Cyber Bullying   d) None of these.

(vii) In social media "trending" refers to _____. Select.
   a) Admired by many people   b) Known about by many people
   c) Currently popular or widely discussed   d) Arousing curiosity
      online

(viii) Full form of 'GPS' is_____. Identify.
   a) Global Positioning System   b) Global Positioning Station
   c) Global Posting Signal   d) Global Point Solution

(ix) Identify what is 'Linkedin'.

a) Blog for the professionals b) Informal media
c) Job site d) None of these

(x) 'Public Sphere' means _____. Choose from the given options.

a) A coffee shop b) Place for free discussion
c) Government office d) None of these

(xi) How has the consumption of news shifted with the advent of new media? Choose.

a) It is user generated b) Consumer is a participant
c) Consumer chooses his content d) All of these

(xii) "It's what's happening". Select which social media used the slogan.

a) X (Twitter) b) Facebook
c) Instagram d) None of these

(xiii) What 'Hypermedia' means ? Choose.

a) Adding one media with another b) Hyper tension
c) Sensationalisation d) None of these

(xiv) Traditional saying that 'camera never lies' has been proved wrong because of_____.
Select.

a) Photoshopping b) Digital cameras
c) Dark rooms d) Other reasons

(xv) LAN and WAN are protocols or rules _____. Select the correct option.

a) to connect networks b) to link computer to computer
c) to computer to telecommunications d) All of these

Group-B
(Short Answer Type Questions)   3 x 5=15

2. Infer the impact of globalization on the availability of news and information in different parts (3) of the world.
3. Explain Media Convergence. (3)
4. Experiment with the impact of digital communication on education. (3)
5. Develop the role of user-generated content in promoting e-commerce. (3)
6. Distinguish between niche and personal blogs with examples. (3)

OR

Examine New Media and contemporary social movements. (3)

Group-C
(Long Answer Type Questions)   5 x 6=30

7. Inspect the differences between Virtual Reality & Real Realtiy with contemporary examples (5) for each points.
8. Examine how the use of social media in media trials can be regulated to prevent the spread (5) of misinformation and hate speech.
9. Discuss the impact of paid news on the public's trust in the Indian media. (5)
10. Interpret the term 'Digital Generations' and explain their role as actors in social media. (5)
11. "COVID-19 has given cybercriminals a new playground." Experiment with different types of (5) cyber crimes along with your suggestions for remedies for improvement of the same.
12. "The power of new media is its ability to give a voice to the voiceless and to create new (5) spaces for dialogue and debate." Discuss.

OR

Elaborate the different forms of social media movement. Write about such relevant (5) movements in India.

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