BRAINWARE UNIVERSITY

Term End Examination 2023-2024
Programme – B.Sc.(AM)-Hons-2021/B.Sc.(AM)-Hons-2022
Course Name – Web Content Development & Techniques
Course Code - GEMSJ401
(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 which of the following is a type of content for digital media.

   a) Blog posts   b) Newspapers
   c) Printed magazines   d) Tabloid

(ii) Select the purpose of creating content for digital media.

   a) To inform and educate   b) To entertain
   c) To sell products or services   d) All of the above

(iii) Identify an important factor to consider when creating content for print media.

   a) The size and layout of the page   b) The number of images used
   c) The use of hyperlinks   d) The amount of text on the page

(iv) Select from the following an example of interactive content for digital media.

   a) A blog post   b) A video
   c) An infographic   d) A quiz

(v) Identify which of the following is an example of evergreen content.

   a) News articles   b) Trending topics
   c) How-to guides   d) Social media posts

(vi) Select the most important factor to consider when creating content for email marketing.

   a) The length of the email   b) The subject line
   c) The use of images   d) The frequency of emails

(vii) Identify which of the following is NOT a type of digital content marketing.

   a) Email marketing   b) Social media marketing
   c) Print advertising   d) Video marketing

(viii) Name one of the ways that digital journalism has changed the way news is reported.

   a) By making it easier to control the   b) By making it more difficult to fact-check
      distribution of news   stories

c) By making it more difficult to reach a global audience

d) By blurring the line between traditional journalism and other forms of online content

(ix) Identify which of the following is a key difference between writing for the screen and writing for print.

a) Writing for print requires shorter sentences and paragraphs.

b) Writing for the screen relies heavily on dialogue.

c) Writing for the screen does not require a clear narrative structure.

d) Writing for print can use visual and auditory elements to tell the story.

(x) Name a major advantage of writing for print over writing for the screen.

a) Writing for print allows for more creative freedom.

b) Writing for print can use visual and auditory elements to tell the story.

c) Writing for print is typically shorter in length

d) Writing for print does not require as much planning.

(xi) Identify which of the following is an important consideration when writing for print.

a) The use of visual and auditory elements to convey information.

b) The length of sentences and paragraphs.

c) The reliance on dialogue to tell the story.

d) The visual and auditory elements of the story

(xii) Define how does the structure of a screenplay differ from the structure of a play.

a) Screenplays are typically shorter and more focused on action.

b) Screenplays require less attention to dialogue than plays.

c) Plays rely more on visual and auditory elements than screenplays.

d) Plays do not require a clear narrative structure.

(xiii) Identify which writing style often includes dialogue and stage directions.

a) Writing for the screen

b) Writing for print

c) Both

d) None

(xiv) Define the primary difference between writing for the screen and writing for print.

a) Writing for the screen requires a visual component

b) Writing for print requires a visual component

c) Writing for the screen is solely focused on the written word

d) Writing for print is solely focused on the visual component

(xv) Illustrate the primary format for a podcast.

a) Video

b) Audio

c) Text

d) Images

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

2. Explain about three elements used in a web page. (3)
3. Define data-driven journalism. (3)
4. Illustrate how can visuals be used to enhance a web-based story. (3)
5. Describe some of the benefits of journalists for the digital era. (3)
6. Explain how can mobile journalism training program help journalists to hone their skills. (3)

OR

Write a multimedia story using a mobile device and cover a local event. (3)

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

7. Classify about Internet Protocol used for webpage. (5)
8. Classify keywords and its importance in digital media. (5)

9. Identify about MOJO and its importance. (5)
10. Analyze the different types of blogs and their unique characteristics. (5)
11. Illustrate what are the impacts of social media on the practices of traditional journalism. (5)
12. Discuss the potential of mobile journalism to revolutionize the news industry. (5)

OR

Choose how can mobile journalists use social media to build their personal brand and engage with their audience. (5)

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