



BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Master of Science in Media Science & Journalism

Course Name – New Media

Course Code - MMSJPE201B

(Semester II)

Time allotted : 1 Hrs.15 Min.

Full Marks : 60

[The figure in the margin indicates full marks.]

Group-A

(Multiple Choice Type Question)

1 x 60=60

Choose the correct alternative from the following :

- (1) A blog is

a) Individual's virtual diary	b) curriculum vitae
c) writing pad	d) none of these
- (2) 'Like' is

a) Opposite of dislike	b) an action on social media
c) emoji	d) chat
- (3) Digitalisation is

a) Convergence of text, visuals and sound	b) computer game
c) film making	d) none of these
- (4) New media is called new because it has

a) Replaced traditional media	b) introduced two- way communication
c) arrived in 20th century	d) none of these
- (5) The internet is created by combined services of

a) Satellite, computer chip, digitization	b) satellite, microchip, mobile phone
c) Facebook, Google, Microsoft	d) All of them
- (6) Hypertext is

a) Connected by hyperlinks	b) multi-text
c) cross-referencing	d) all of these
- (7) Binary 0 and 1 is a language of

a) Computers	b) machines
c) humans	d) none of these
- (8) New media is different from traditional media because of the former's

a) Interactivity	b) virtuality
c) networking	d) all of these

- (9) New media is
- a) Linear communication
 - b) non-linear communication
 - c) circular communication
 - d) none of these
- (10) New media has brought in major changes in human lifestyle.
- a) Partly true
 - b) not true
 - c) wholly true
 - d) changed for worse
- (11) Social media has made the journalists redundant
- a) Very true
 - b) not true
 - c) partly true
 - d) do not know
- (12) Social media has made government functioning transparent
- a) Not true
 - b) partly true
 - c) very true
 - d) do not know
- (13) Government is afraid of social media because
- a) It is a threat to power
 - b) it equalizes high and low status
 - c) it empowers people
 - d) it empowers people
- (14) Citizen journalism
- a) Is journalism of everyone
 - b) threatens professional journalists
 - c) provides leads to media houses
 - d) all of these
- (15) Social media
- a) Created fake news
 - b) proliferated fake news
 - c) did no such thing
 - d) do not know
- (16) Twitter is
- a) micro-blog
 - b) newspaper
 - c) online magazine
 - d) none of these
- (17) Facebook is
- a) Social media
 - b) Interactive media
 - c) blog
 - d) All of these
- (18) Linked-In is
- a) Blog for the professionals
 - b) Informal media
 - c) Job site
 - d) None of these
- (19) Public Sphere means
- a) A coffee shop
 - b) Place for free discussion
 - c) Government office
 - d) None of these
- (20) Public Sphere is essential for
- a) Communist government
 - b) Fascist government
 - c) democracy
 - d) none of these
- (21) Mass media is
- a) passive
 - b) linear
 - c) user-inaccessible
 - d) all of these
- (22) New media is also called ‘do it yourself’ media because
- a) it hands over its tools to the audience
 - b) interactivity breaks authority
 - c) remote is in the consumer’s hand
 - d) all of these
- (23) Consumption of news in new media changed because
- a) it is user generated
 - b) consumer is a participant
 - c) chooses his content
 - d) for all of these

- (24) Consumer is a publisher because
- a) his words are read by others
 - b) he writes his opinion in social media
 - c) his reaction is archived
 - d) for all of these
- (25) HTML stands for
- a) Hypertext Markup Language
 - b) He Texts Me Love
 - c) He Tries Marxist Language
 - d) none of these
- (26) The idea “author is dead” is popular because
- a) an author is no longer a sole creator
 - b) Author is no God
 - c) an author only amalgamates information
 - d) Does all of these
- (27) The ‘first media age’ talks of
- a) linear communication
 - b) newspapers, radio, television, films
 - c) traditional modes of communication
 - d) all of these
- (28) The ‘second media age’ speaks of
- a) two-way communication
 - b) web, internet, social media
 - c) de-centralised communication
 - d) all of these
- (29) The demarcation between man and machine has been
- a) increased
 - b) blurred
 - c) intensified
 - d) none of these
- (30) New media comes closer to
- a) oral human traditions
 - b) written traditions
 - c) literature
 - d) none of these
- (31) http means
- a) hypertext transfer protocol
 - b) how to transfer plans
 - c) how to transfer people
 - d) none of these
- (32) Hypermedia means
- a) adding one media with another
 - b) hyper tension
 - c) sensationalisation
 - d) none of these
- (33) Multimedia means
- a) adding video, animation, graphics to sound ,text, pictures
 - b) can be online and offline
 - c) a multi-platform idea
 - d) all of these
- (34) Reality has been problematised because of
- a) the creation of virtuality
 - b) creation of immersion technology
 - c) simulation
 - d) all of these
- (35) Sms means
- a) short musical sound
 - b) short messaging service
 - c) such marvelous sound
 - d) none of these
- (36) Mobile phone has caused ‘death of geography’ because
- a) concept of place of changed
 - b) from stable place moved to multiple places
 - c) video-calling
 - d) for all of these
- (37) OTT means
- a) Over The Top
 - b) Streaming
 - c) mobile television
 - d) all of these
- (38) The world is sometimes described as “flat” because
- a) easy accessibility across the world with IT
 - b) concepts of geography has changed

- c) times have changed
 (39) ARPA stands for
 a) American Research Project Agency
 c) None of them
- d) for none of these reasons
 b) Advanced Research Project Agency
 d) All of them
- (40) ARPA is known for
 a) being the first to create the internet
 c) being a defence organisation
- b) creating the net in 1960s
 d) all of these
- (41) Globalisation happened because of the internet
 a) Not true
 c) Internet was one of the reasons
- b) 1
 d) Internet had no role to play
- (42) Internet widened the gap between the rich and the poor
 a) 1
 c) Internet was a leveller
- b) Not true
 d) do not know
- (43) Fake news is spread by
 a) social media
 c) blogs
- b) interactive media
 d) all of these
- (44) Public Space is same as
 a) Public sphere
 c) democratic freedom
- b) Place for free discussion
 d) all of these
- (45) Public Sphere is removed in
 a) Communist government
 c) authoritarian government
- b) Fascist government
 d) all of these
- (46) New media is
 a) mixture of oral and written traditions
 c) combines human and machine language
- b) multidisciplinary
 d) all of these
- (47) http is
 a) a protocol
 c) defines message formats
- b) part of www
 d) all of these
- (48) Hypermedia
 a) is form of multimedia
 c) makes web moveable
- b) can add sound to words
 d) all of these
- (49) Multimedia
 a) makes the web come alive
 c) attracts more than one senses
- b) can be online and offline
 d) all of these
- (50) Reality today is questioned because of
 a) virtuality
 c) simulation
- b) MUD
 d) all of these
- (51) New media is
 a) interactive
 c) networked
- b) user-responsive
 d) all of these
- (52) Fake news is created by
 a) social media
 c) blog
- b) Interactive media
 d) None of these
- (53) The 'first media age' talks of

- a) traditional media
c) linear expression
- (54) The 'second media age' speaks of
a) networking
c) reziomic communication
- (55) Image Resolution is measured in
a) Pixels and megapixels
c) Size of the file
- (56) The internet is created by combined services of
a) Satellite, computer chip, digitization
c) Facebook, Google, Microsoft
- (57) What happens when resolution of image goes up:
a) The image becomes more clear
c) It becomes sharper
- (58) Binary 0 and 1 is a language of-
a) machines
c) Computers
- (59) New media is different from traditional media because of the former's-
a) Interactivity
c) Networking
- (60) New media has brought in major changes in human lifestyle
a) Partly true
c) Wholly True
- b) one way communication
d) all of these
- b) social media
d) all of these
- b) Inches
d) none of these
- b) satellite, microchip, mobile phone
d) All of them
- b) More detailed
d) All of these
- b) humans
d) None of these
- b) Virtuality
d) All of these
- b) Not true
d) Changed for worse