



BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Bachelor of Arts (Honours) in Journalism, Mass Communication & Media Science

Course Name – New Media

Course Code - BJMCD601A

(Semester VI)

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) Image Resolution is measured in
 - a) Pixels and megapixels
 - b) Inches
 - c) Size of the file
 - 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) 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
- (5) What happens when resolution of image goes up:
 - a) The image becomes more clear
 - b) More detailed
 - c) It becomes sharper
 - d) All of these
- (6) Binary 0 and 1 is a language of-
 - a) machines
 - b) humans
 - c) Computers
 - d) None of these
- (7) New media is different from traditional media because of the former's-
 - a) Interactivity
 - b) Virtuality

- c) Networking
d) All of these
- (8) New media has brought in major changes in human lifestyle
a) Partly true
b) Not true
c) Wholly True
d) Changed for worse
- (9) Twitter is-
a) Micro-blog
b) Newspaper
c) Online magazine
d) None of these
- (10) LinkedIn is
a) Informal media
b) Blog for the professionals
c) Job site
d) None of these
- (11) OTT means
a) Streaming
b) Mobile television
c) Over The Top
d) All of these
- (12) Internet is a 'post-modern' tool because
a) It can overthrow power
b) Removes distinctions between high and low
c) Radically breaks away from tradition
d) Does all of these
- (13) Which of the following is Photo based social media?
a) Facebook
b) Twitter
c) Tiktok
d) Instagram
- (14) If you want to tag a friend in your Facebook post, which sign will you use for tagging?
a) &
b) @
c) #
d) \$
- (15) Which of the following is a negative effect of social media in society?
a) One can stay in touch with his/her relatives & friends who stays far
b) Find any kind of information quickly
c) Cyber Bullying
d) None of above
- (16) What is the meaning of "trending" in social media?
a) Admired by many people
b) Known about by many people
c) Currently popular or widely discussed online
d) Arousing curiosity
- (17) Emoticon is short for
a) Emotional statement
b) Emotional picture
c) Emotion icon
d) All of these
- (18) ARPA is known for
a) being the first to create the internet
b) creating the net in 1960s
c) being a defence organisation
d) All of these
- (19) The first generation of the web 1.0, also known as
a) Informational web
b) Social web
c) Communicative web
d) Sound web
- (20) GPS stands for
a) Global Positioning System
b) Global Positioning Station
c) Global Posting Signal
d) Global Point Solution
- (21) Online Journalism refers to content created and distributed over

- a) Desk
c) Offline
- b) Traditional media
d) Internet
- (22) Which journalism is not bound by any ethical and professional code of conduct in new media?
- a) Open source reporting
c) Traditional media
- b) Citizen journalism
d) Distributive reporting
- (23) Popular social network for news are
- a) Facebook
c) Instagram
- b) Twitter
d) All of these
- (24) Which social media company just announced the global launch of 'Take a Break', which includes India?
- a) Instagram
c) Pinterest
- b) Twitter
d) LinkedIn
- (25) Which country proposed the 'Social Media (Basic Expectations and Defamation) Bill 2021'?
- a) USA
c) China
- b) Australia
d) India
- (26) A blog is
- a) Individual's virtual diary
c) writing pad
- b) curriculum vitae
d) none of these
- (27) New media is called new because it has
- a) Replaced traditional media
c) arrived in 20th century
- b) introduced two- way communication
d) none of these
- (28) The internet is created by combined services of
- a) Satellite, computer chip, digitization
c) Facebook, Google, Microsoft
- b) satellite, microchip, mobile phone
d) All of them
- (29) Hypertext is
- a) Connected by hyperlinks
c) cross-referencing
- b) multi-text
d) all of these
- (30) Binary 0 and 1 is a language of
- a) Computers
c) humans
- b) machines
d) none of these
- (31) New media is different from traditional media because of the former's
- a) Interactivity
c) networking
- b) virtuality
d) all of these
- (32) New media is
- a) Linear communication
c) circular communication
- b) non-linear communication
d) none of these
- (33) New media has brought in major changes in human lifestyle.
- a) Partly true
c) wholly true
- b) not true
d) changed for worse
- (34) Social media has made the journalists redundant

- a) Very true
c) partly true
- b) not true
d) do not know
- (35) Social media has made government functioning transparent
- a) Not true
c) very true
- b) partly true
d) do not know
- (36) Government is afraid of social media because
- a) It is a threat to power
c) it empowers people
- b) it equalizes high and low status
d) it empowers people
- (37) Citizen journalism
- a) Is journalism of everyone
c) provides leads to media houses
- b) threatens professional journalists
d) all of these
- (38) Social media
- a) Created fake news
c) did no such thing
- b) proliferated fake news
d) do not know
- (39) Twitter is
- a) micro-blog
c) online magazine
- b) newspaper
d) none of these
- (40) Facebook is
- a) Social media
c) blog
- b) Interactive media
d) All of these
- (41) Internet is often called a 'dangerous' tool because
- a) it challenges authority
c) empowered common man
- b) it can overthrow governments
d) for all these reasons
- (42) Internet is called a mighty leveler because
- a) it brings high and low people together
c) changed time and place
- b) it flattens the world
d) for none of these reasons
- (43) Traditional saying that 'camera never lies' has been proved wrong because of
- a) photoshoping
c) dark rooms
- b) digital cameras
d) other reasons
- (44) The traditional purity and fixity of 'texts' has been replaced by
- a) hypertext
c) computer
- b) internet
d) none of these
- (45) 'Postmodern' style
- a) has replaced narrative style
c) introduced 'collage'
- b) mixed fact with fiction
d) Does all of these
- (46) Postmodernism
- a) questions authority
c) upsets time and space sense
- b) devalues author's position
d) Does all these
- (47) The introduction of 'pause' in video technology
- a) enriches film studies
c) enhances technology and theory participation
- b) helps analysis
d) does all these
- (48) When Google was introduced?

