

Seat No: - \_\_\_\_\_

Enrollment No: - \_\_\_\_\_

**PARUL UNIVERSITY**  
**FACULTY OF ARTS**  
**B. Arts Midterm Examination 2022–23**

Semester: - V

Date: 29/07/2022

Subject Code: - (15103311)

Time: 10:30am to 12:30pm

Subject Name: - Web Journalism

Total Marks: 40

**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

		Marks
<b>Q.1</b>	<b>Do As Directed.</b>	<b>06</b>
1	_____ is a group of 34 DTH channels that telecast high-quality educational programs	
	(A) SwayamPrabha (B) SwayamPrabhu	
	(C) SwayamNischay (D) None of these	
2	_____ is a collaborative form of reporting where with the help of web 2.0 a group of people work together to gather information	
	(A) Citizen Journalism (B) News Sourcing	
	(C) Crowd Sourcing (D) None of these	
3	Which among these is not the characteristics of online journalism	
	(A) Interactivity (B) Shifted time	
	(C) Multimedia (D) None of these	
4	Websites are now complementing a story with _____	
	(A) flash animation (B) audio clips	
	(C) Video clips (D) All of these	
5	_____ it means the journalists capable of producing content for different media	
	(A) Media multi-skilling (B) Technical multi-skilling	
	(C) Issue multi-skilling (D) None of these	
6	Who is the Union minister of Electronics and Information Technology	
	(A) Ashwini Vaishnav (B) Piyush Goyal	
	(C) Rajeev Chandrashekhar (D) Dharmendra Pradhan	
7	_____ is a prime 'tool' used to introduce interactivity in a web page	
	(A) Hyper-textuality (B) Hyper-sensuality	
	(C) Hyper-activity (D) All of these	
8	What is full form of VSNL	
	(A) Videsh Sanchar Nigam Ltd (B) Videsh Sanchar Niger Ltd	
	(C) Videsh Sanchar Niti Ltd (D) None of these	
9	It is the _____ which makes the web itself work, through the linking of pages with HTML	
	(A) Text (B) Cables	
	(C) Technology (D) Internet	
10	In the web, content _____ is required	
	(A) Exactness (B) Smartness	
	(C) Compactness (D) None of these	

11	In order to improve scanability, a journalist should give				
	(A)	Headline	(B)	Long story	
	(C)	Bulleted Points	(D)	All of these	
12	The first Hindi web portal in India named _____ was launched in 1999.				
	(A)	Netdunia	(B)	Webdunia	
	(C)	Humaridunia	(D)	Internetdunia	
<b>B. Terms / Short Notes / Case Study / Charts / Graphs/ Tables, etc. (Each of 01 mark)</b>					<b>(04)</b>
1	What is full form of IVR?				
2	What does HTML stands for?				
3	URL is abbreviation of?				
4	WWW is abbreviation of?				
<b>Q.2</b>	<b>Answer the following.</b>				
1	Which are the three major challenges in Website creation?				<b>(04)</b>
2	Write a note on Commercial E-Publishing				<b>(04)</b>
<b>OR</b>					
2	What is Subsidy E-Publishing?				<b>(04)</b>
<b>Q.3</b>	<b>Answer the following.</b>				
1	Discuss Online Writing vs Broadcast Media Writing				<b>(05)</b>
2	What are the marketing technique adopted by print media to increase circulation?				<b>(05)</b>
<b>OR</b>					
2	What is blogging? Discuss Personal and professional blogging				<b>(05)</b>
<b>Q.4</b>	<b>Answer the following.</b>				
1	Discuss different types of Websites				<b>(06)</b>
2	Explain Horizontal and Vertical Portals with examples				<b>(06)</b>
<b>OR</b>					
2	Discuss any advantages of E-Publishing				<b>(06)</b>

\*\*\*\*\*All the Best\*\*\*\*\*

