

Seat No: - _____

Enrollment No: - _____

PARUL UNIVERSITY
FACULTY OF ARTS

B. Arts Midterm Examination 2022–23

Semester: - III

Date: 27/07/2022

Subject Code: - (15107203)

Time: 02.00 – 04.00 PM

Subject Name: - Digital Media & Society

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
Q.1	Do As Directed.	06
1	First form of Internet was	
	(A) APARNET	(B) APRANET
	(C) UNITECH	(D) None
2	IN 2007, mobile users in India grew to-	
	(A) 200 Million	(B) 233 Million
	(C) 255 Million	(D) 355 Million
3	Digital Natives are more -	
	(A) Digital Literate	(B) Digitally Unaware
	(C) Both A and B	(D) None
4	Nandan Nilakeni is co-founder of	
	(A) Wipro	(B) Infosys
	(C) IBM	(D) None
5	Aadhar was given logo in year-	
	(A) 2003	(B) 2009
	(C) 2010	(D) 2016
6	_____ theory states about global village	
	(A) Marshal McLuhan's theory	(B) Cute Cat Theory
	(C) Spencer Theory	(D) None
7	Digital India Campaign started in	
	(A) 2010	(B) 2014
	(C) 2015	(D) 2016
8	UPI stands for	
	(A) United Payments of India	(B) Unified Payments Interface
	(C) United Payments Interface	(D) None
9	Which commission recommended Unique Number Identity Cards for first time?	
	(A) Kothari Commission	(B) Advani Commission
	(C) Rangrajan Commission	(D) None.
10	Jio started in-	
	(A) 2019	(B) 2017
	(C) 2015	(D) 2014

11	UIDAI was established in-				
	(A)	2009	(B)	2010	
	(C)	2011	(D)	2016	
12	India has _____ for regulations of Digital Media.				
	(A)	Information Technology Act 2000	(B)	IT Act (amended) 2008	
	(C)	Companies Act 2013	(D)	Both A and B	
B. Terms / Short Notes / Case Study / Charts / Graphs/ Tables, etc. (Each of 01 mark)					(04)
1	What are Digital Natives?				
2	Who coined the term Digital Immigrants?				
3	Who proposed cute cat theory?				
4	Aadhar card was the brainchild of?				
Q.2	Answer the following.				
1	Explain cute cat theory.				(04)
2	State difference between Digital Immigrants and Digital Natives.				(04)
OR					
2	Explain Digital India Campaign.				(04)
Q.3	Answer the following.				
1	What is convergence with respect to Digital Media?				(05)
2	Mention salient features of IT Act 2000.				(05)
OR					
2	What is Web 1.0 and Web 2.0?				(05)
Q.4	Answer the following.				
1	Discuss mobile revolution in India.				(06)
2	Discuss the points responsible for increase in usage of Internet data.				(06)
OR					
2	Discuss the case study of Aadhar card.				(06)

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

Answer Sheet

Seat No: - _____

Enrollment No: - _____

**PARUL UNIVERSITY
FACULTY OF ARTS**

B. Arts / M. Arts Regular / Supplementary Examination Winter 2021–22

Semester: -

Subject Code: - (Subject Code)

Subject Name: - (Subject Name)

Date: dd/mm/yyyy

Time: (2hr: 30 Minutes)

Total Marks: 60

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
Q.1	Do As Directed.			08
1				
	(A)		(B)	
	(C)		(D)	
2				
	(A)		(B)	
	(C)		(D)	
3				
	(A)		(B)	
	(C)		(D)	
4				
	(A)		(B)	
	(C)		(D)	
5				
	(A)		(B)	
	(C)		(D)	
6				
	(A)		(B)	
	(C)		(D)	
7				
	(A)		(B)	
	(C)		(D)	
8				
	(A)		(B)	
	(C)		(D)	
9				
	(A)		(B)	
	(C)		(D)	
10				

	(A)		(B)	
	(C)		(D)	
11				
	(A)		(B)	
	(C)		(D)	
12				
	(A)		(B)	
	(C)		(D)	
13				
	(A)		(B)	
	(C)		(D)	
14				
	(A)		(B)	
	(C)		(D)	
15				
	(A)		(B)	
	(C)		(D)	
16				
	(A)		(B)	
	(C)		(D)	
B. Terms / Short Notes / Case Study / Charts / Graphs/ Tables, etc. (Each of 01 mark)				(07)
1				
Ans.				
2				
Ans.				
3				
Ans.				
4				
Ans.				
5				
Ans.				
6				
Ans.				
7				
Ans.				
Q.2	Answer the following.			
1				(04)
Ans.				
2				(04)
Ans.				
3				(04)
Ans.				
OR				
3				(04)
Ans.				
Q.3	Answer the following.			
1				(05)
Ans.				
2				(05)
Ans.				
3				(05)

Ans.		
	OR	
3		(05)
Ans.		
Q.4	Answer the following.	
1		(06)
Ans.		
2		(06)
Ans.		
3		(06)
Ans.		
	OR	
3		(06)
Ans.		

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