

PARUL UNIVERSITY
FACULTY OF ARTS
B.Arts Summer 2022-23, Examinations

Semester: 6
Subject Code: 15103353
Subject Name: New Media

Date: 13/03/2023
Time: 2.00 pm to 4.30 pm
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 questions on a new page.

Q.1 Do as directed.**(08)****A. Multiple choice type questions. (Each of 0.5 mark)**

1. Convergence means the coming together of,——
 - a. All platforms of media
 - b. Video and audio
 - c. Written document
 - d. Radio and tv
2. Digital marketing is often referred to as _____.
 - a. online marketing
 - b. internet marketing
 - c. web marketing
 - d. all of the above
3. Recently, the Ministry of Information and Broadcasting has launched its account in which social media platform to counter fake news?
 - a. Whatsapp
 - b. Telegram
 - c. Instagram
 - d. Twitter
4. What is the name of the informational app released by the Health Ministries during the covid's first and second wave?
 - a. Covid warrior
 - b. Covid astra
 - c. Covid drone
 - d. Aarogya setu
5. is a social network of individuals who interact through specific social media?
 - a. Urban community
 - b. Virtual community
 - c. Social community
 - d. Rural community
6. which communication theorists viewed medium as the message?
 - a. Thomson
 - b. Herold Innis
 - c. Habermas
 - d. Marshall McLuhan
7. refers to the notion that electronic communications shrink distances while increasing opportunities for talks & cross-cultural sharing?
 - a. Cyber village
 - b. Global village
 - c. Rural village
 - d. None of the above

8. What is the minimum age of accessing social media?
 - a. 14
 - b. 16
 - c. 18
 - d. 13
9. Wordpress.com is a
 - a. It is a website where you can create your blog and on this website, you can customise the features of the blog the way you want.
 - b. It is a website of different kinds of words like a dictionary, it is for increasing vocabulary.
 - c. It is a website for reporters.
 - d. None of the above
10. E-democracy is a

 - a. Local democracy
 - b. Digital democracy
 - c. Rural democracy
 - d. None of the above

11. Which of the following is the key concept of Digital Media
 - a. Interactivity
 - b. Participation
 - c. Immersion
 - d. All of the above
12. Digital marketing gives an opportunity _____ -
 - a. To reach out to leads
 - b. Speed up the sales cycle
 - c. Maintain customer loyalty
 - d. All of the above
13. In twitter one can create a post ofno of characters
 - a. 240
 - b. 280
 - c. 140
 - d. 360
14. _____ is a major issue connecting to social media
 - a. Privacy
 - b. Security
 - c. Internet addiction
 - d. all of the above
15. Youtube is a
 - a. Microblogging website
 - b. News channel
 - c. Microblogging and video sharing Platform
 - d. None of the above
16. Wikipedia is
 - a. Online trading site
 - b. Online encyclopaedia
 - c. Digital photo-sharing app
 - d. None of the above

B. Terms/ Short notes/ Case study/ Charts/ Graphs/ Tables, etc. (Each of 01 mark) (07)

1. Name the different types of emerging media and give their examples?
2. What is blogging?
3. What is Trolling?
4. What is Plagiarism?
5. What is Email
6. Why is Facebook a popular social media platform?
7. What are microblogging platforms?

Q.2 Answer the following.

A. What are the short coming of New Media? (04)

B. Explain how content of new media differs from traditional media? (04)

C. What is the convergence of Media? (04)

OR

C. What is the digital divide? (04)

Q.3 Answer the following.

A. What are hashtags? How it is beneficial in campaign marketing? (05)

B. What is a virtual community? Explain its role in society? (05)

C. Explain the relationship between new media and activism? (05)

OR

C. What is citizen journalism and how internet helps citizen journalism? (05)

Q.4 Answer the following.

A. What is web 2.0? (06)

B. According to you why blogging is important? (06)

C. What is new Media? Discuss the role of new media in communication with examples. (06)

OR

C. What is social media? What are its features and benefits? (06)

Note: Total Option should not exceed 15 Marks.