

PARUL UNIVERSITY
FACULTY OF ARTS
B.A Summer 2018 – 19 Examination

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

Date: 16/04/2019
Time: 10:00am to 1:00pm
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.

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

- 1. Traditional media includes**
 - a. News channel
 - b. News papers
 - c. Radio
 - d. All of the above
- 2. Internet**
 - a. Is interactive
 - b. Is slow process of communication
 - c. Just another fishing net
 - d. None of the above
- 3. New media is**
 - a. Expensive than traditional media
 - b. Cheap than traditional media
 - c. slow way of communication
 - d. None of the above
- 4. Facebook is**
 - a. Social network
 - b. News paper
 - c. New channel
 - d. Tv channel
- 5. Citizen journalism is _____ because of new media**
 - a. Very easy
 - b. Very effective
 - c. Highly affordable
 - d. All of the above
- 6. First artificial satellite was launched by Soviet Union in**
 - a. 1977
 - b. 1957
 - c. 1987
 - d. 1997
- 7. Full form of US agency ARPA is**
 - a. Automatic Response Project Agency
 - b. Advanced Road Project Agency
 - c. Advance Research Projects Agency
 - d. None of the above
- 8. India's first internet service was launched in**
 - a. 1987
 - b. 1986
 - c. 1985
 - d. 1994
- 9. GIAS is**
 - a. Gateway Internet Access Service
 - b. Gateway India Access Service
 - c. Gateway Internet Authorised Service
 - d. Gateway India Authorised Service

10. Major threat on internet is of

- a. Viruses
- b. Fishing
- c. Spamming
- d. All of the above

11. Biggest feature of the new media is

- a. Its analogue
- b. Its digital
- c. Its slow
- d. All of the above

12. Twitter is

- a. Microblogging website
- b. Video sharing site
- c. News channel
- d. News paper

13. Character limit for a tweet is

- a. 28000
- b. 2800
- c. 280
- d. 28

14. E book is

- a. Electronic book
- b. Electronic accounting software
- c. Electronic book keeping shelf
- d. All of the above

15. Education has become difficult because of new media

- a. True
- b. False
- c. Difficult to say
- d. None of the above

16. We cannot share photos on following platforms

- a. Twitter
- b. Facebook
- c. Instagram
- d. None of the above

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

(07)

- 1. IP
- 2. WWW
- 3. Email
- 4. Blog
- 5. RSS
- 6. Twitter
- 7. Youtube

Q.2 Answer the following.

A. Write a note on differences between traditional media and new media

(04)

B. Is social media boon or curse to the society

(04)

C. Write a note on advantages and disadvantages of email over traditional mail

(04)

OR

C. Explain different tools of new media?

(04)

Q.3 Answer the following.

A. How artist can benefit by the new media

(05)

B. How new media can help solve environmental problems?

(05)

C. Write a note on History of Internet

(05)

OR

C. Write a note on blogging and its importance.

(05)

Q.4 Answer the following.

- A.** What are the disadvantages of traditional media? **(06)**
- B.** How new media has taken control over our lives please explain with example. **(06)**
- C.** If you have to plan a fund raising campaign for not for profit organization how you will do it? **(06)**
- OR**
- C.** Plan a internet campaign for your theatre show. Explain each step **(06)**