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**Presidency University**

**Bengaluru**

**SCHOOL OF MEDIA STUDIES**

**SUMMER END TERM EXAMINATION AUG -2024**

**Date**: 05.08.2024

**Time**: 9.30 AM to 12.30 PM

**Max Marks**: 100

**Weightage**: 50%

**Summer Semester:** 2024 - 25

**Course Code:** BAJ1019

**Course Name:** Introduction to Digital Media

**Program & Sem:** BAJMC, 5th Sem

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*

**Part A**

**Answer any TEN question. Each question carries 02 marks. (10Qx 2M= 20M)**

1. Explain the term ICT
2. What do you mean by digital democracy?
3. Explain any two unique characteristics of new media
4. What is digital marketing?
5. Explain Microblog
6. Define “SMO”
7. Explain the term WAM
8. Define “Copyright “
9. What is Augmented Reality
10. Define “Digital Archive”
11. Define “Social Media Influencer”

**Part B**

**Answer any EIGHT question . Each question carries 05 marks**. **(8Qx5M=40M)**

1. Explain the unique characteristics of social media
2. Explain the new trends in digital and broadcasting media
3. Explain the key issues in IoT security
4. Explain the importance of cyber security in today’s digital era
5. What is loT? Explain the advantages and disadvantages of loT
6. Define NFT and explain different types of NFTs
7. Elucidate the role of artificial intelligence in digital media
8. Define digital democracy and its importance in today's world
9. Analyze the role of social media in digital marketing
10. Explain
11. Radio over Internet Protocol
12. Internet protocol television
13. Piracy
14. Podcasting

**Part C**

**Answer any TWO Question. Each question carries 20 marks. (2Qx20M=40M)**

1. Describe the significance of digital media technologies in altering the nature of communication
2. Examine the impact of social media on customers' evolving behaviours and purchasing habits
3. Analyse the advantages and disadvantages of social media exposure among young individuals