



PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – MAY 2025

Date: 24-05-2025

Time: 01:00 pm –04:00 pm

School: SOMS	Program: BAJMC	
Course Code: BAJ1019	Course Name: Introduction to Digital Media	
Semester: II	Max Marks: 100	Weightage: 50%

CO - Levels	C01	C02	C03	C04	C05
Marks	10	10	40	40	

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.				10Q x 2M=20M	
1.	Name two social media platforms used for professional networking.	2 Marks	L1	C01	
2.	What is meant by “virality” in digital media?	2 Marks	L1	C01	
3.	What is the function of a storyboard in video production?	2 Marks	L1	C01	
4.	What does SEO stand for?	2 Marks	L1	C01	
5.	Mention two types of segmentation used in digital media marketing.	2 Marks	L1	C01	
6.	Define “filter bubble.”	2 Marks	L2	C02	
7.	Name two popular tools for digital image editing.	2 Marks	L2	C02	
8.	What is the three-act structure in storytelling?	2 Marks	L2	C02	
9.	List any three algorithm-driven content platforms.	2 Marks	L2	C02	
10.	Define “user-generated content (UGC).”	2 Marks	L2	C02	

Part B

Answer the Questions.

Total Marks 80M

11.	a.	Explain the role of multimedia in digital media communication. How does the combination of text, images, audio, and video create a more engaging and effective digital communication experience? Provide examples to illustrate how multimedia elements work together to improve message delivery and user retention.	20 Marks	L3	C03
Or					
12.	a.	Discuss how the rise of mobile media has transformed the way people consume digital content. In what ways have mobile devices like smartphones and tablets changed user behavior, content design, and platform distribution strategies? Support your discussion with real-world examples and trends.	20 Marks	L3	C03
13.	a.	Analyze how the shift from print to digital media has transformed the field of journalism. Discuss the evolution of journalistic practices with the transition from traditional print media to digital platforms. Consider the impact on news production, speed of dissemination, gatekeeping roles, audience engagement, and credibility.	20 Marks	L3	C03
Or					
14.	a.	Critically assess the effect of influencer marketing on consumer behavior in the digital era. Explore how influencers shape purchasing decisions, brand perceptions, and trust among followers. Include examples from platforms like Instagram or YouTube and discuss the psychological and marketing factors at play.	20 Marks	L3	C03
15.	a.	Evaluate the role of podcasts in shaping modern journalism and public discourse. Discuss the rise of podcasts as a journalistic tool. Analyze their influence on storytelling, accessibility, niche audiences, and how they contrast with traditional news formats.	20 Marks	L4	C04
Or					
16.	a.	Examine the behavioral and psychological impacts of digital addiction on youth. Analyze how overexposure to social media, games, and streaming affects attention, mental health, sleep, and social development among adolescents and young adults.	20 Marks	L4	C04
17.	a.	Create a detailed storyboard for a 60-second promotional video aimed at raising environmental awareness.	20 Marks	L6	C04

		Develop a visual and narrative sequence that includes key messages, visuals, and transitions. Your storyboard should promote action or awareness around a specific environmental issue.			
Or					
18.	a.	Write a script for a 5-minute educational video on the topic of cyber safety for teenagers. Your script should cover important practices like password hygiene, phishing awareness, privacy settings, and responsible social media use, with an engaging and informative tone.	20 Marks	L6	C04