

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MEDIA STUDIES  
END TERM EXAMINATION - JAN 2023**

**Semester : SEMESTER - III**

**Course Code : BAJ3015**

**Course Name : Sem III - BAJ3015 - Digital Journalism**

**Program : BA Journalism and Mass Communication**

**Date : 11-JAN-2023**

**Time : 9.30AM - 12.30PM**

**Max Marks : 100**

**Weightage : 50%**

**Instructions:**

- (i) Read all questions carefully and answer accordingly.*
- (ii) Question paper consists of 3 parts.*
- (iii) Scientific and non-programmable calculator are permitted.*

**PART A**

**ANSWER ALL THE FOLLOWING QUESTIONS**

**15 X 2 = 30M**

1. Expand IP.
  - a) None of these (CO1) [Knowledge]
  - b) Indian Protocol
  - c) Infinite Protocol
  - d) Internet Protocol
2. The global system of interconnected computer networks is known as
  - a) Internet (CO1) [Knowledge]
  - b) Intranet
  - c) Mobile network
  - d) none of these
3. With media convergence, the audience has also become the creator themselves.
  - a) Disagree (CO1) [Knowledge]
  - b) None of these
  - c) Agree
4. Non-linear narratives and circular narratives have a straight forward structure.
  - a) Disagree (CO2) [Knowledge]
  - b) None of these
  - c) Agree

5. \_\_\_\_\_ is each person's internal and individual experience of gender.  
a) Gender identity (CO2) [Knowledge]  
b) Social identity  
c) Personal Expression
6. A person's chosen name and pronoun are not common ways of expressing gender.  
a) Disagree (CO2) [Knowledge]  
b) None of these  
c) Agree
7. Kickstarter, Indiegogo, and GoFundMe are all \_\_\_\_\_ platforms that allow individuals to fundraise for their projects  
a) Crowd Funding (CO3) [Knowledge]  
b) Source Funding  
c) Resource Funding
8. \_\_\_\_\_ means "to aim a broadcast at a narrowly defined area or audience."  
a) Immersive Journalism (CO3) [Knowledge]  
b) Narrowcasting  
c) Small casting
9. Invented the World Wide Web in 1989.  
a) Tim Berners-Lee (CO3) [Knowledge]  
b) Arnold Lee  
c) Bruce Lee
10. A \_\_\_\_\_ is an exclusive right granted for an invention.  
a) Internet Protocol (CO4) [Knowledge]  
b) Certificate  
c) Patent
11. The rules of netiquette vary depending on the platform and its participants.  
a) Disagree (CO4) [Knowledge]  
b) None of these  
c) Agree
12. Radio waves are ---- transmitted and received at radio frequencies  
a) Electromagnetic waves (CO4) [Knowledge]  
b) Magnetic waves  
c) Sound
13. Expand .bmp.  
a) Base Map Image (CO1) [Knowledge]  
b) Brain map Image  
c) Bitmap Image  
d) None of these
14. \_\_\_\_\_ refers to people's self-categorizations in relation to their group memberships.  
a) Social identity (CO2) [Knowledge]  
b) Personal Expression  
c) Sexual Expression

15. Immersive media, available in various forms, never allow people to interact with the content they receive.  
a) Disagree (CO3) [Knowledge]  
b) None of these  
c) Agree

## PART B

### ANSWER ALL THE FOLLOWING QUESTIONS

8 X 5 = 40M

16. There are significant changes in the journalistic job roles due to the innovations in the field of information and communications. Discuss  
(CO1) [Comprehension]
17. Define Convergence. Explain the developments in the field of communication technologies that lead to media convergence.  
(CO1) [Comprehension]
18. Write short notes on at least four social media platforms you use.  
(CO2) [Comprehension]
19. Discuss the various modes in which you consume news in the modern era, explain the challenges of using social media for news dissemination.  
(CO2) [Comprehension]
20. Discuss the importance and applications of e-governance, citing examples from daily life.  
(CO3) [Comprehension]
21. Explain the concept of social Inclusion. Do you think that inclusion is applicable in cyber space? Comment.  
(CO3) [Comprehension]
22. Explain the concept of Open source with illustrative examples.  
(CO4) [Comprehension]
23. Briefly discuss Globalization and its effects in a media perspective.  
(CO4) [Comprehension]

## PART C

### ANSWER ALL THE FOLLOWING QUESTIONS

2 X 15 = 30M

24. "Globalization is not a new concept. Traders travelled vast distances in ancient times to buy commodities that were rare and expensive for sale in their homelands. The Industrial Revolution brought advances in transportation and communication in the 19th century that eased trade across borders." How do you perceive globalization, Discuss the advantages and disadvantages of globalization in light of Covid-19 and impending economic crisis.  
(CO4) [Application]
25. "Digital marketing is the component of marketing that uses the Internet and online-based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services", Elaborate on the various digital marketing channels and the technologies that enable digital marketing and e-banking.  
(CO3) [Application]

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