PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF MEDIA STUDIES
END TERM EXAMINATION - JUN 2023

Semester : Semester II - 2022
Course Code : BAJ1019
Course Name : Sem II - BAJ1019 - Introduction to Digital Media
Program : BAJ

Date : 9-JUN-2023
Time : 1.00PM - 4.00PM
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.
(iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS   (10 X 2 = 20M)

1. What do you mean by Web Audience Measurement (WAM) and what is its purpose?

                                                              (CO3) [Knowledge]

2. List a few pros and cons of social media

                                                              (CO2) [Knowledge]

3. Give a few examples of IoT-enabled applications in your day to day life?

                                                              (CO5) [Knowledge]

4. What is a hashtag?

                                                              (CO1) [Knowledge]

5. What do you understand by information society?

                                                              (CO2) [Knowledge]

6. Name and explain the technology that augments the virtual to the real-world element allowing for immersive entertainment?

                                                              (CO5) [Knowledge]

7. What is the full form of NFT, and what is the purpose of NFT?

                                                              (CO4) [Knowledge]

8. What is internet, Explain?

                                                              (CO1) [Knowledge]

9. What is the art and science of improving a website's ranking in search engines known as?

                                                              (CO3) [Knowledge]

10. What all types of assets can be represented by NFTs, give examples?

(CO4) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS (8 X 5 = 40M)

11. Enlist and Explain real life applications of Virtual Reality and Augumented Reality.

(CO5) [Comprehension]

12. Enlist and Explain a few online messaging platforms and disucss their importance in your day to day activities.

(CO3) [Comprehension]

13. Define blockchain, illustrate with examples.

(CO4) [Comprehension]

14. What is AI? Differentiate between Strong AI and Weak AI.

(CO4) [Comprehension]

15. What is NFT?, Explain citing some famous examples.

(CO4) [Comprehension]

16. Compare LAN, WAN and MAN.

(CO1) [Comprehension]

17. Compare and contrast between Augumented Reality and Virtual Reality.

(CO5) [Comprehension]

18. Explain Gender divide with respect to technology, cite examples from you own experiences.

(CO2) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS (2 X 20 = 40M)

19. "Have you ever wondered what would happen if all of your personal information or an organization's confidential information became public? The consequences will be catastrophic and this makes cyber security important"Explore the role of end-user education in maintaining cyber security. Discuss the importance of educating users about good security practices and the potential consequences of failing to follow them.

(CO4) [Application]

20. "IoT (Internet of things), refers to an ecosystem of connected smart devices, environmental sensors, and other tools that track assets across different locations.IoT in Media and Entertainment industries, when combined with cloud platforms and big data analysis, provides a significant boost in the utilization of their machine and human resources." Discuss in detail about IoT citing applications in the field of Media and Entertainment.

(CO5) [Application]