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**PRESIDENCY UNIVERSITY
BENGALURU
SCHOOL OF MEDIA STUDIES
MID TERM EXAMINATION - APR 2023**

Semester : Semester II - 2022

Course Code : BAJ1019

Course Name : Sem II - BAJ1019 - Introduction to Digital Media

Program : BAJ

Date : 12-APR-2023

Time : 2PM - 3.30PM

Max Marks : 50

Weightage : 25%

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 is new media?
 - a) A term used for traditional forms of communication (CO1) [Knowledge]
 - b) A term used for various kinds of electronic communications due to innovation in computer technology
 - c) A term used for print media only
 - d) A term used for radio and television
2. What is a LAN?
 - a) A network that connects two or more LANs together (CO1) [Knowledge]
 - b) A network that connects computers and printers within a short distance
 - c) A network that connects corporate LANs together
 - d) A network that connects computers in different geographic locations
3. How is digitalisation affecting various aspects of our lives?
 - a) It is not affecting our lives in any significant way (CO1) [Knowledge]
 - b) It is affecting only our communication and socialisation
 - c) It is affecting how we work, learn, stay healthy, participate in politics and the economy
 - d) It is affecting only our political participation
4. Which industries does new media encompass?
 - a) Only multimedia industry (CO1) [Knowledge]
 - b) Only e-commerce industry
 - c) Only entertainment industry
 - d) Multimedia, entertainment, and e-commerce industries
5. What is the protocol used in the Internet architecture?
 - a) LAN (CO1) [Knowledge]
 - b) WAN
 - c) MAN
 - d) TCP/IP

6. Which of the following is NOT affected by digitalisation? (CO2) [Knowledge]
- How we communicate
 - How we work
 - How we participate in politics
 - None of the above
7. What is Web 2.0? (CO2) [Knowledge]
- A form of web interaction that emphasizes user-generated content, interactivity, and improved compatibility with other systems and devices.
 - A form of web interaction that emphasizes reading and consuming information.
 - An outdated version of the internet.
 - None of the above
8. Why is Web 1.0 sometimes referred to as "the read-only Web"? (CO2) [Knowledge]
- Because it had necessary forms, visuals, controls, and interactivity
 - Because users could only read information and not interact with it
 - Because it was primarily used for reading books online
 - None of the above
9. What is the main focus of Web 2.0? (CO2) [Knowledge]
- Reading
 - Participation and contribution
 - Static content
 - Small number of content generators
10. What is User-Generated Content (UGC)? (CO2) [Knowledge]
- Content generated by the website owners
 - Content generated by a small number of people
 - Content generated by the end-users
 - Content generated by robots

PART B

ANSWER ALL THE QUESTIONS

(4 X 5 = 20M)

11. What do you mean by New Media? Explain with examples. (CO1) [Comprehension]
12. Define a web browser. Give atleast two examples of web browsers that you use in mobile phones and desktops. (CO1) [Comprehension]
13. What do you mean by information society? Explain (CO2) [Comprehension]
14. Enlist and explain 5 types of websites. (CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 10 = 10M)

15. "New media is any media—from newspaper articles and blogs to music and podcasts—that are delivered digitally." Enlist and Explain the characteristics of New/ Digital media. (CO1) [Application]