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PRESIDENCY UNIVERSITY BENGALURU

**SET-A**

SCHOOL OF MEDIA STUDIES

**END TERM EXAMINATION - MAY /JUNE-2024**

**Semester :** Semester II - 2023

**Course Code :** BAJ1019

**Course Name :**  Introduction to Digital Media

**Program :** BA Journalism and Mass Communication

**Date :** June 13, 2024

**Time :** 9:30 AM - 12:30 PM

# Max Marks : 100

**Weightage :** 50%

# Instructions:

1. *Read all questions carefully and answer accordingly.*
2. *Question paper consists of 3 parts.*
3. *Scientific and non-programmable calculator are permitted.*
4. *Do not write any information on the question paper other than Roll Number.*

**PART A**

**ANSWER ANY 10 QUESTIONS 10Q X 2M =20M**

1. What is internet, Explain?
2. What do you understand by information society?

(CO1) [Knowledge] (CO2) [Knowledge]

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

(CO3) [Knowledge]

1. What all types of assets can be represented by NFTs, give examples?
2. Give a few examples of IoT-enabled applications in your day to day life?
3. List and Explain computer networks.
4. Explain the term interactivity.

(CO4) [Knowledge] (CO5) [Knowledge] (CO1) [Knowledge] (CO2) [Knowledge]

1. What is the purpose of search engine optimization (SEO), according to you, explain?

(CO3) [Knowledge]

1. List a few key characteristics of NFTs that diffrentiates them?
2. What is the generic name for GOOGLE's crawler?
3. Give examples of four IoT devices that you know?

(CO4) [Knowledge] (CO4) [Knowledge] (CO5) [Knowledge]

1. What is UGC?

(CO1) [Knowledge]

**PART B**

**ANSWER ANY 8 QUESTIONS 8Q X 5M =40M**

1. Differentiate between Data and Information.
2. Explain "interactivity" in New Media with real life examples.
3. Briefly explain SEO.
4. Diffrentiate between Ransomeware and Spyware.
5. Write briefly about IPTV and Radio over Internet Protocol.
6. What is "Clickbait" and "Ephemeral content"?
7. Define Social Divide and Gender Divide.
8. What is a Web Browser, Explain how a web browser works. Give examples.
9. Define Internet Protocol.
10. Write breifly about Virtual Reality.

(CO1) [Comprehension] (CO2) [Comprehension] (CO3) [Comprehension] (CO4) [Comprehension] (CO5) [Comprehension] (CO1) [Comprehension] (CO2) [Comprehension] (CO3) [Comprehension] (CO4) [Comprehension] (CO5) [Comprehension]

**PART C**

**ANSWER ANY 2 QUESTIONS 2Q X 20M =40M**

1. "Transitioning to digital media involves shifting from traditional forms of media, such as print and broadcast, to digital platforms that leverage the internet and digital technologies. This transition encompasses various aspects and offers numerous benefits, but it also comes with its own set of challenges." Discuss and elaborate on how the transition from traditional media to digital media impacts your life with necessary examples.

(CO3) [Application]

1. "Sophisticated cyber actors and nation-states exploit vulnerabilities to steal information and money and are developing capabilities to disrupt, destroy, or threaten the delivery of essential services. Defending against these attacks is essential to maintaining the nation’s security. Protecting cyber space is the responsibility of individuals, families, small and large businesses", Analyze the various types of cyber threats, such as malware, phishing, and denial-of-service attacks, and discuss their impact on individuals and organizations.

(CO4) [Application]

1. "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]