

TH241175MDC

Reg. No.....

FYUG PROGRAMME EXAMINATION, NOVEMBER 2024
(2024 Admission Regular)
SEMESTER I – MDC (COMMUNICATIVE ENGLISH)
CE1MDC01B24 - INTRODUCTION TO NEW MEDIA

Time: 1 Hour

Maximum Mark: 35

PART A

I. Answer *any ten* questions. Each question carries 2 marks

Q.No:	QUESTIONS	CO	LEVEL
1.	Give two examples each for traditional media and new media.	1	U
2.	Define media convergence.	1	R
3.	List any four social media platforms.	1	R
4.	Expand ARPA and recall the first network developed by it.	1	R
5.	Recall Tim Berners-Lee's invention and the three foundational technological concepts he offered.	1	R
6.	Define prosumers.	1	R
7.	Briefly explain the use of hashtags.	1	Ap
8.	Explain online identity.	2	U
9.	List down any four characteristics of a virtual community.	2	R
10.	Briefly explain how new media helps in advertising a product with an example.	3	Ap
11.	Compare influencers with opinion leaders.	3	U
12.	Briefly explain the freedom of expression in the digital era.	5	U

(10x2=20)

PART B

II. Answer *any three* questions in one paragraph. Each question carries 5 marks.

Q.No:	QUESTIONS	CO	LEVEL
13.	Write about new media; explain its characteristics, and discuss how it is different from traditional media.	1	Ap
14.	Discuss online newspapers and the roles and responsibilities of an online journalist.	1	U
15.	Discuss online identity and its advantages and disadvantages.	2	U
16.	Explain the statement: "New Business Model: Advertising, Marketing, and Online Publicity and Revenue."	3	U

(3x5=15)

CO: Course Outcomes

Level: R – Remember, U – Understand, Ap – Apply, An – Analyze, E – Evaluate, C – Create