PRN:		Course Code :	UJM 501

Third Year **BA.JMC** End Semester Examination Winter 2024

New Media 000787

Day and Date: Sat 30 NOV 2024 Max Marks: **100**

Time : 10:30AM To 01:30PM Duration: **03**hrs

Instructions: All questions are compulsory.
Sub question 'a)' is compulsory, Solve any two from the remaining.

Q.1		**Attempt the following**	Marks	Bloom's Level	CO
	a)	Explain the concept of new media and historical development of it.	06		
	b)	What are the fundamentals of new media, explain it with appropriate examples.	07		
	c)	How do you differentiate between traditional media and new media	07		
	d)	Elaborate convergence in the context of new media	07		
Q.2		**Attempt the following**			
	a)	Explain the concept of media Convergence and how it has affected the digital age	06		
	b)	Elaborate Digital literacy, write its Advantages & Disadvantages	07		
	c)	Elaborate the concept of social media, their platforms	07		
	d)	Discuss the different functionalities in social media with suitable example.	07		
Q.3		**Attempt the following**			
	a)	Illustrates social media marketing, advertising and branding.	06		
	b)	Explain online communities and participatory Culture	07		
	c)	How data collection & surveillance is important in social media. Elaborate briefly.	07		
	d)	Analyze the role of online Communication in digital age.	07		
Q.4		**Attempt the following**			
	a)	Discuss the importance of privacy in the context of new media and social networking	06		
	b)	Explain Digital content creation, its Distribution on social media platforms.	07		
	c)	Illustrate multi-media, Explain user-generated content of multi-media	07		
	d)	Explain the concept of Digital Storytelling with suitable example.	07		
Q.5		**Attempt the following**			
	a)	Explain the concept of user-generated content and its Impact on media production & Consumption	06		
	b)	Explain Copyright laws with any suitable example.	07		
	c)	Fair use of copyright laws in the digital age, write any example which you saw recently.	07		
	d)	Illustrate intellectual property rights in the digital age	07		

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